

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 25, 1984

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES	25.8	21,900
2	DALLAS	24.6	20,890
3	DYNASTY	23.9	20,290
3	60 MINUTES	23.9	20,290
5	NBC SUNDAY NIGHT MOVIE	22.4	19,020
6	SIMON & SIMON	21.6	18,340
7	ELLIS ISLAND PART 2(S)	21.1	17,910
8	ABC SUNDAY NIGHT MOVIE	20.9	17,740
9	A TEAM	20.3	17,230
10	BILL COSBY SHOW	19.7	16,730
10	FALCON CREST	19.7	16,730
12	MURDER, SHE WROTE	19.4	16,470
13	HOTEL	19.1	16,220
14	ELLIS ISLAND PART 3(S)	19.0	16,130
14	NFL FTBL GAME NBC-THU(S)	19.0	16,130
16	MAGNUM, P.I.	18.9	16,050
17	FAMILY TIES	18.8	15,960
18	CBS NFL FTBL GAME-THU.(S)	18.5	15,710
18	KNOTS LANDING	18.5	15,710

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	19.1	42,580
2	BILL COSBY SHOW	17.1	38,060
3	NFL FTBL GAME NBC-THU(S)	17.0	37,770
4	NBC MONDAY NIGHT MOVIES	16.7	37,220
5	FAMILY TIES	15.9	35,380
6	DYNASTY	15.6	34,650
7	DALLAS	15.3	34,090
8	60 MINUTES	15.3	34,010
9	KNIGHT RIDER#	15.1	33,650
10	NBC SUNDAY NIGHT MOVIE	15.1	33,510
11	A TEAM	14.9	33,040
12	MAGNUM, P.I.	14.2	31,480
13	SIMON & SIMON	13.9	30,850
14	CBS NFL FTBL GAME-THU.(S)	13.9	30,830
15	TV BLOOPERS & PRAC. JOKES	13.3	29,610
16	DIFF'RENT STROKES-SAT.	13.0	28,880
17	CHEERS	12.9	28,740

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.8	20,220
2	NBC MONDAY NIGHT MOVIES	22.5	19,910
3	DYNASTY	22.1	19,600
4	ELLIS ISLAND PART 2(S)	18.8	16,610
5	NBC SUNDAY NIGHT MOVIE	18.7	16,600
6	BILL COSBY SHOW	18.5	16,410
7	FALCON CREST	18.2	16,160
8	60 MINUTES	18.2	16,100
9	SIMON & SIMON	17.5	15,470
10	HOTEL	17.1	15,180
11	FAMILY TIES	17.0	15,040
12	MURDER, SHE WROTE	16.7	14,770
13	KNOTS LANDING	16.6	14,670
14	ELLIS ISLAND PART 3(S)	16.3	14,460
15	ABC SUNDAY NIGHT MOVIE	15.5	13,770
16	A TEAM	15.5	13,760
17	MAGNUM, P.I.	15.5	13,700

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL FTBL GAME NBC-THU(S)	24.5	19,580
2	CBS NFL FTBL GAME-THU.(S)	23.3	18,640
3	CBS NFL FTBL POST-THU.(S)	19.1	15,230
4	ABC SUNDAY NIGHT MOVIE	17.5	13,950
5	60 MINUTES	17.0	13,550
6	NFL FOOTBALL GAME 2-NBC#	16.4	13,110
7	NFL MONDAY NIGHT FOOTBALL	16.1	12,820
8	HILL STREET BLUES	15.1	12,040
9	A TEAM	15.0	11,940
10	HARDCASTLE & MCCORMICK	14.8	11,780
11	NBC SUNDAY NIGHT MOVIE	14.7	11,720
12	NBC MONDAY NIGHT MOVIES	14.0	11,160
13	MAGNUM, P.I.	13.8	11,030
14	DYNASTY	13.8	10,990
15	BILL COSBY SHOW	13.6	10,870
16	SIMON & SIMON	13.5	10,820
17	CBS NFL FOOTBALL GAME 1	13.1	10,500
18	DALLAS	12.9	10,280

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 25, 1984

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES	22.3	12,420
2	DYNASTY	21.7	12,090
3	ABC SUNDAY NIGHT MOVIE	19.8	11,060
4	BILL COSBY SHOW	18.7	10,410
5	DALLAS	18.1	10,110
6	FAMILY TIES	17.7	9,890
7	NBC SUNDAY NIGHT MOVIE	17.4	9,700
8	HOTEL	16.4	9,140
9	CHEERS	15.6	8,710
10	KNOTS LANDING	15.1	8,440
11	A TEAM	14.9	8,290
11	SIMON & SIMON	14.9	8,290
13	NIGHT COURT	14.6	8,150
14	FALCON CREST	14.5	8,080
15	HILL STREET BLUES	14.5	8,070

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	32.9	8,960
2	60 MINUTES	29.8	8,120
3	ELLIS ISLAND PART 2(S)	26.4	7,190
4	FALCON CREST	25.7	7,000
5	ELLIS ISLAND PART 3(S)	25.3	6,880
6	MURDER, SHE WROTE	25.1	6,850
7	SIMON & SIMON	23.3	6,360
8	DYNASTY	23.1	6,290
9	NBC MONDAY NIGHT MOVIES	22.9	6,250
10	MAGNUM, P.I.	22.0	5,990
11	LOVE BOAT	21.7	5,920
12	JEFFERSONS	20.2	5,500
13	SCARECROW & MRS. KING	20.0	5,450
14	HIGHWAY TO HEAVEN	19.8	5,380
15	NBC SUNDAY NIGHT MOVIE	19.5	5,320
16	KNOTS LANDING	19.5	5,310
17	HOTEL	18.8	5,130

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL FTBL GAME NBC-THU(S)	24.3	13,150
2	CBS NFL FTBL GAME-THU.(S)	22.7	12,250
3	ABC SUNDAY NIGHT MOVIE	20.8	11,240
4	CBS NFL FTBL POST-THU.(S)	18.7	10,100
5	HILL STREET BLUES	17.3	9,370
6	HARDCASTLE & MCCORMICK	15.5	8,390
7	NFL MONDAY NIGHT FOOTBALL	15.3	8,280
8	NFL FOOTBALL GAME 2-NBC#	14.0	7,540
9	BILL COSBY SHOW	13.1	7,070
10	A TEAM	13.0	7,020
11	NBC SUNDAY NIGHT MOVIE	12.6	6,820
12	DYNASTY	12.5	6,770
13	KNIGHT RIDER#	12.5	6,740
14	NBC MONDAY NIGHT MOVIES	12.4	6,680
15	60 MINUTES	12.3	6,650
16	MOVIE OF THE WEEK-FRI.(S)	12.2	6,620
17	MIAMI VICE#	12.2	6,590
18	MAGNUM, P.I.	11.8	6,370
19	FAMILY TIES	11.7	6,350

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.4	5,860
2	NFL FTBL GAME NBC-THU(S)	25.8	5,340
3	CBS NFL FTBL GAME-THU.(S)	24.1	4,980
4	DALLAS	22.9	4,730
5	CBS NFL FTBL POST-THU.(S)	21.3	4,410
6	A TEAM	20.4	4,210
7	ELLIS ISLAND PART 3(S)	20.2	4,170
8	MURDER, SHE WROTE	19.7	4,070
9	ELLIS ISLAND PART 2(S)	19.1	3,950
10	MAGNUM, P.I.	18.9	3,910
11	SIMON & SIMON	18.2	3,760
12	CBS EVENING NEWS-RATHER	17.9	3,700
13	NBC SUNDAY NIGHT MOVIE	17.8	3,680
14	CBS NFL FOOTBALL GAME 1	17.8	3,670
15	NFL FOOTBALL GAME 2-NBC#	17.7	3,660
16	NFL MONDAY NIGHT FOOTBALL	17.5	3,610
17	FALCON CREST	17.1	3,530
18	DUKES OF HAZZARD	16.8	3,470
19	DYNASTY	16.7	3,450
20	JEFFERSONS	16.5	3,410

10 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1984 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																															
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																														
*EVENING																																																								
A TEAM																																																								
TUE. 8.00P 60 NBC A 8 210 208													A 20.3 31 1723 1918 719 320														798 254 482 429 389 278														692 239 406 379 311 244														183 73^ 245 172	
8.00 - 8.30													B 21.6 34 1834 1905 658 244														711 237 435 404 354 230														703 261 459 417 333 204														183 61 308 209	
8.30 - 9.00													A 19.2 29 1630 1917 726 322														805 253 481 434 395 281														688 232 402 374 312 245														181 77 243 170	
													A 21.4 32 1817 1910 710 319														789 256 482 428 382 271														697 248 412 381 306 244														180 67^ 244 173	
ABC BUSINESS BRIEF-MON 1 MON. 10.43P 1 ABC N 3 208 99													A 17.9 27 1520 1772 517 209														590 170 400 356 361 126^														960 411 657 549 431 232														107^ 15^ 115^ 102^	
													B 16.0 25 1358 1572 480 205														518 164 348 314 294 134														887 354 579 492 407 247														89 19 78 56	
ABC BUSINESS BRIEF-WED WED. 8.58P 1 ABC N 7 207 207 99 99													A 21.2 33 1800 1853 733 271														812 291 471 397 337 293														682 261 443 354 300 208														156 45^ 203 137	
													B 21.7 33 1842 1838 713 261														797 308 490 397 320 272														654 257 421 360 293 193														150 69 237 150	
ABC BUSINESS BRIEF-FRI 1 FRI. 8.45P 1 ABC N 7 206 207 99 99													A 17.1 28 1452 1740 744 344														866 285 468 398 374 348														493 150 277 266 230 183														126 91 255 186	
													B 16.2 27 1375 1720 759 331														863 273 451 427 391 347														472 154 257 248 227 181														126 78 259 168	
ABC NEWSBRIEF-MON MON. 8.58P 1 ABC N 8 175 179 93 94													A 11.5 18 976 1791 655 188														663 183 394 387 344 217														793 313 489 437 337 245														165 104^ 170 130^	
													B 13.8 21 1172 1704 648 243														685 240 411 386 321 215														767 283 465 439 361 241														125 60 127 76	
ABC NEWSBRIEF-TUE TUE. 9.58P 1 ABC N 8 196 195 98 98													A 13.7 21 1163 1653 770 276														840 381 579 494 317 230														473 167 294 258 233 155														248 172 92^ 54^	
													B 12.3 19 1044 1623 752 287														831 327 508 427 359 260														561 206 334 292 255 193														158 108 73 45	
ABC NEWSBRIEF-WED WED. 9.58P 1 ABC N 8 206 205 99 99													A 22.2 34 1885 1682 873 351														969 370 612 532 415 301														535 219 331 284 223 167														71 41^ 107 68	
													B 22.2 34 1885 1671 845 326														947 356 575 488 396 320														555 234 343 288 217 175														96 59 73 45	
ABC NEWSBRIEF-THU 8 204 203													A 10.3 17 874 1867 608 264														687 265 441 387 320 199														872 349 572 551 415 220														159 58^ 149 134^	
1 THU. 9.01P 1 ABC N 99 99													B 11.7 18 993 1757 651 278														747 241 422 389 363 255														668 221 406 380 324 209														176 85 166 108	
2 THU. 9.58P 1																																																								
ABC NEWSBRIEF-FRI FRI. 9.58P 1 ABC N 8 192 200 97 99													A 10.3 17 874 1839 699 298														763 245 475 416 379 257														743 274 490 410 376 215														118^ 94^ 215 193	
													B 10.7 18 908 1649 608 248														666 193 368 355 338 249														660 203 384 350 331 226														116 65 207 155	
ABC NEWSBRIEF-SAT. 1 SAT. 9.58P 1 ABC N 8 203 207 98 99													A 16.1 28 1367 1512 789 246														827 206 337 327 334 432														436 118 198 188 188 210														147 100 102 72^	
													B 14.9 26 1265 1633 793 282														865 246 398 375 350 410														522 155 254 244 238 225														119 81 127 86	
ABC NEWSBRIEF-SUN. 1 SUN. 9.59P 1 ABC N 8 205 202 99 98													A 19.2 28 1630 2263 738 326														787 371 602 491 362 145														774 376 609 509 346 125														327 141 375 267	
													B 16.8 27 1426 1879 686 286														738 289 486 438 351 201														785 344 543 477 347 195														172 78 184 125	
ABC SPORTS UPDATE-SAT SAT. 8.58P 1 ABC SN 7 206 208 98 99													A 12.6 21 1070 1736 810 309														883 283 444 407 343 396														517 123 238 240 230 253														159 72^ 177 131	
													B 13.2 23 1121 1737 782 284														842 231 387 370 363 406														561 139 264 275 262 259														135 72 199 130	
ABC SPORTS UPDATE-SUN 1 SUN. 8.31P 1 ABC SN 7 208 207 99 99													A 19.7 28 1673 2503 803 361														859 386 636 574 398 170														791 370 618 540 356 138														318 153 535 355	
													B 17.6 26 1494 2105 759 324														819 343 547 505 379 213														760 329 529 470 338 189														217 106 309 210	
ABC SUNDAY NIGHT MOVIE 1 SUN. 9.00P 125 ABC FF 7 208 207 99 99													A 20.9 31 1774 2400 735 331														777 388 624 519 341 117														787 381 633 543 353 115														347 152 489 333	
													B 19.6 31 1664 1945 769 311														821 331 546 490 379 218														725 307 509 451 323 173														191 92 208 141	
8.00 - 8.30													A 23.7 35 2012 2767 816 366														839 415 703 622 377 106^														750 371 631 567 343 86^														343 147 835 547	
8.30 - 9.00													A 24.4 35 2072 2786 817 360														839 429 700 627 363 100^														747 377 627 552 339 83^														398 184 802 532	
9.00 - 9.30													A 20.8 30 1766 2398 732 336														777 382 617 522 345 120														760 367 614 522 343 113														365 168 496 335	
9.30 - 10.00													A 21.3 31 1808 2369 735 337														780 379 616 507 353 126														774 379 625 533 346 111														358 159 457 322	
10.00 - 10.30													A 17.8 27 1511 2032 666 285														723 396 585 413 289 107^														892 411 699 571 396 152^														285 90^ 132^ 107^	
10.30 - 11.00													A 17.6 28 1494 1914 629 274														674 343 521 391 293 120^														863 398 649 536 377 172														295 113^ 82^ 66^	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1984 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17)	CHILDREN (2-11)		
EVENING CONT'D																																		
ELLIS ISLAND PART 2(S)													A 21.1	33	1791	1514	854	292	926	218	425	472	484	401	477	67	208	234	286	221	28v	7v	83	63
1 TUE. 9.00P 120 CBS GD 206 99													A 20.8	31	1766	1583	858	277	938	220	440	481	487	407	488	87	200	228	268	239	36	12v	121	99
9.00 - 9.30													A 21.3	33	1808	1528	855	289	927	211	417	470	481	411	477	73	206	236	283	219	36	13v	88	67
9.30 - 10.00													A 21.3	34	1808	1476	851	294	927	225	427	467	485	395	467	53	204	229	294	213	21v	17	61	42
10.00 - 10.30													A 21.0	36	1783	1462	853	309	911	221	419	470	477	391	473	50	217	243	301	214	19v	17	59	43
10.30 - 11.00													A 19.0	29	1613	1413	819	318	897	173	378	424	516	427	446	77	161	164	225	258	25v	15v	45	36v
ELLIS ISLAND PART 3(S)													A 17.3	25	1469	1478	816	313	889	158	368	406	530	439	470	72	174	170	268	263	59	32v	60	56
1 WED. 9.00P 120 CBS GD 206 99													A 18.3	27	1554	1412	822	299	891	156	368	409	522	435	443	73	154	153	229	263	29v	10v	49	43
9.00 - 9.30													A 20.5	32	1740	1387	820	317	903	183	382	430	511	427	437	75	151	159	208	261	10v	10v	37	23v
9.30 - 10.00													A 19.9	33	1690	1380	815	341	900	196	393	442	498	409	440	86	162	174	202	251	9v	9v	31v	23v
10.00 - 10.30													A 13.1	21	1112	1533	626	289	706	223	417	364	350	253	449	140	264	254	217	155	202	125	176	136
10.30 - 11.00													B 12.7	20	1078	1539	630	277	716	248	427	373	337	257	415	130	254	237	210	137	219	128	189	147
E/R WED. 8.30P 30 CBS CS 3 207 203 99 99													A 15.7	24	1333	2025	726	301	812	313	538	474	393	233	535	241	387	324	231	119	320	173	358	263
FACTS OF LIFE WED. 9.00P 30 NBC CS 8 197 195 99 99													B 15.6	24	1324	1734	752	302	817	302	515	458	373	255	485	182	312	279	232	144	231	132	201	145
FALCON CREST FRI. 10.00P 60 CBS GD 9 206 207 99 99													A 19.7	35	1673	1568	852	296	966	282	483	447	412	419	459	125	216	216	213	210	87	51	56	43
10.00 - 10.30													B 20.4	35	1732	1585	871	303	960	274	488	447	437	414	465	138	230	229	214	205	102	58	58	42
10.30 - 11.00													A 20.1	35	1706	1545	838	286	944	263	460	438	408	419	460	122	212	213	216	216	84	53	57	44
													A 19.2	35	1630	1593	868	305	990	303	504	457	419	421	460	130	221	218	210	207	91	48	52	41
FALL GUY WED. 8.00P 60 ABC A 9 208 208 99 99													A 16.5	26	1401	1859	717	258	794	295	461	379	316	292	671	249	435	359	305	208	158	49	236	143
8.00 - 8.30													B 17.5	28	1486	1847	695	254	772	291	463	384	320	272	657	234	406	366	314	201	145	60	273	177
8.30 - 9.00													A 15.3	25	1299	1838	707	255	790	302	452	364	299	299	650	233	408	351	302	213	150	50	248	143
													A 17.7	28	1503	1872	721	259	794	290	465	391	328	285	687	262	457	365	309	202	165	47	226	142
FAMILY TIES THU. 8.30P 30 NBC CS 9 207 207 99 99													A 18.8	31	1596	2217	794	406	943	417	619	563	395	242	596	228	399	350	289	148	319	182	359	248
													B 19.3	30	1639	1960	750	319	845	347	541	496	359	241	537	221	363	328	241	133	261	147	317	207
FINDER OF LOST LOVES 1 SAT. 10.00P 60 ABC GD 8 207 99													A 14.1	26	1197	1691	787	226	842	208	380	367	326	404	494	135	259	237	239	198	129	97	226	182
10.00 - 10.30													B 13.5	25	1146	1549	796	277	867	254	429	390	379	390	471	132	242	237	242	189	106	58	105	77
10.30 - 11.00													A 14.0	25	1189	1694	789	206	834	195	358	351	317	424	480	124	246	220	237	202	130	102	250	188
													A 14.3	27	1214	1667	776	242	840	217	397	377	332	383	501	145	270	250	238	191	126	92	200	173
GIMME A BREAK SAT. 8.30P 30 NBC CS 9 204 191 98 97													A 15.0	25	1274	2054	686	323	791	326	450	390	276	300	477	169	290	263	223	169	300	167	486	332
													B 14.9	26	1265	1934	728	302	812	298	474	414	315	307	417	149	236	229	185	148	266	161	439	319
HARDCASTLE & MCCORMICK 1 SUN. 8.00P 60 ABC A 8 208 206 99 99													A 15.7	24	1333	2110	795	374	876	337	582	513	408	243	884	365	629	519	405	228	194	85	156	109
2 SUN. 10.00P 60													B 15.3	23	1299	1943	737	316	801	290	496	454	379	255	765	297	499	447	360	227	175	74	202	128
8.00 - 8.30													A 14.2	21	1206	2233	792	339	893	353	581	529	417	252	909	379	638	545	393	248	193	101	238	138
8.30 - 9.00													A 14.1	20	1197	2252	798	351	912	374	601	520	419	248	869	372	624	534	380	220	228	120	243	135
10.00 - 10.30													A 17.9	29	1520	1992	805	393	859	321	582	510	394	237	871	347	620	506	420	223	171	58	91	91
10.30 - 11.00													A 16.8	29	1426	1957	775	393	836	307	556	483	394	235	871	364	625	483	409	215	172	63	78	78
HAWAIIAN HEAT FRI. 9.00P 60 ABC OP 9 203 204 99 99													A 10.0	17	849	1861	687	312	759	242	474	398	385	259	716	238	480	419	393	195	146	103	240	199
9.00 - 9.30													B 11.3	18	959	1716	624	295	685	220	420	402	350	223	604	216	389	343	305	172	131	64	296	211
9.30 - 10.00													A 10.2	17	866	1814	683	314	760	243	467	379	385	268	682	212	444	392	385	196	133	89	239	197
													A 9.9	16	841	1873	684	302	749	238	476	410	378	245	742	264	507	439	397	193	147	111	235	196
HIGHWAY TO HEAVEN CONT'D 9 204 203													A 16.4	26	1392	1854	802	308	899	257	426	443	455	388	508	152	241	228	230	226	169	99	278	215

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														2ND NOV. 1984 REPORT	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+										
EVENING CONT'D																																			
NBC NEWS DIGEST-M-F																																			
M-F 8.58P 1 NBC N														38	175	171		A 14.0 22 1189	1978	774	323		861 323	513 471	397 281		598 222	353 330	271 200	221 115	298 205				
NBC NEWS DIGEST-2-M-F																																			
1 MON. 9.53P 1 NBC N														16	176	184		A 12.6 20 1070	1795	760	369		805 283	481 445	377 266		609 224	381 354	287 187	197 93	298 205				
1 W & F 9.58P 1														91	92			B 14.7 23 1248	1710	760	326		842 321	551 479	417 235		607 266	404 361	278 153	221 117	125 87				
2 TU&TH 9.58P 1																							826 315	532 491	386 239		584 234	386 357	284 150	165 84	135 95				
NBC NEWS DIGEST-SAT																																			
SAT. 8.58P 1 NBC N														8	176	173		A 11.7 20 993	1971	679	326		802 355	457 389	274 299		430 178	284 252	185 134	294 166	445 299				
NBC NEWS DIGEST-2-SAT.																																			
2 SAT. 9.58P 1 NBC N														4	181			A 8.9 16 756	1611	492	241		820 311	475 412	307 311		407 147	227 224	176 149	280 167	402 288				
NBC NEWS DIGEST-SUN																																			
1 SUN. 8.58P 1 NBC N														7	170	173		A 10.3 18 874	1877	719	260		617 319	424 297	232 193		504 193	359 348	269 116	231 107	259 222				
2 SUN. 9.17P 1														89	90			B 16.3 23 1384	1824	727	260		799 323	522 448	360 240		518 172	332 346	299 135	253 102	307 249				
NBC NEWS DIGEST-2-SUN.																																			
1 SUN. 9.57P 1 NBC N														4	176			A 25.3 37 2148	1864	917	431		747 250	405 412	357 264		650 210	418 400	336 197	156 72	271 198				
NBC NIGHTLY NEWS-SAT.																																			
SAT. 6.30P 30 NBC N														8	158	161		B 17.9 27 1520	1719	770	345		741 283	454 431	340 226		649 248	425 381	298 193	179 93	396 271				
NBC NIGHTLY NEWS-SUN																																			
2 SUN. 6.30P 30 NBC N														64				A 11.5 22 976	1446	684	220		988 375	623 608	449 270		563 214	356 348	285 170	144 75	169 108				
																		B 9.7 19 824	1444	681	191		808 296	509 476	385 237		603 215	404 390	323 161	162 74	146 97				
																		A 7.3 12 620	1621	768	202		710 105	249 285	352 404		597 133	255 248	285 295	22 17	117 93				
																							717 135	263 292	329 403		596 147	248 249	248 304	62 16	69 54				
																							768 110	272 254	355 478		684 227	313 262	232 311	135 96	34 34				
2 SUN. 6.30P 30 NBC N														64				B 7.3 12 620	1584	788	219		806 124	269 299	391 458		675 233	311 302	247 279	67 48	36 36				
NBC NIGHTLY NEWS																																			
1 M-F 6.30P 30 NBC N														39	203	203		A 11.3 20 959	1521	716	230		764 156	288 332	365 395		613 143	251 289	281 288	58 35	86 53				
2 MTUWF 6.30P 30														99	99			B 10.4 19 883	1535	737	234		782 162	317 338	384 400		600 141	252 279	283 293	49 27	104 64				
NBC SUNDAY NIGHT MOVIE																																			
1 SUN. 9.00P 120 NBC FF														7	196	196		A 22.4 33 1902	1762	814	384		874 278	511 501	442 280		617 197	358 372	337 194	129 43	142 98				
2 SUN. 8.00P 120														99	98			B 17.9 28 1520	1701	765	338		823 294	508 471	401 249		612 219	384 380	315 173	137 52	129 86				
8.00 - 8.30																		A 13.7 20 1163	1590	700	321		709 105	314 366	436 311		659 146	335 377	418 233	141 24	81 69				
8.30 - 9.00																		A 14.5 21 1231	1552	705	317		715 96	310 377	459 310		683 148	367 402	436 231	86 10	68 57				
9.00 - 9.30																		A 22.1 32 1876	1799	818	390		875 283	506 500	435 281		617 186	364 382	347 190	138 47	169 104				
9.30 - 10.00																		A 23.4 34 1987	1775	808	390		865 275	502 498	435 276		620 196	362 384	337 195	138 43	152 97				
10.00 - 10.30																		A 30.1 46 2555	1823	884	410		968 370	624 571	453 269		582 239	352 348	274 175	126 53	147 107				
10.30 - 11.00																		A 29.4 47 2496	1818	861	407		956 358	612 569	449 271		596 229	360 352	296 182	119 50	147 114				
NEW HART																																			
MON. 9.30P 30 CBS CS														6	202	202		A 16.6 24 1409	1527	767	361		876 293	519 501	386 297		472 168	292 250	214 159	109 45	70 50				
																		B 17.9 26 1520	1461	788	331		865 274	482 472	386 325		445 160	265 242	197 151	92 46	59 43				
NEWSBREAK-M-F																																			
MTHF 9.58P 1 CBS N														43	184	185		A 15.3 24 1299	1533	810	289		891 238	438 444	427 384		489 115	239 236	261 216	75 25	78 58				
1 TUE. 9.57P 1														89	90			B 15.8 24 1341	1567	815	301		893 258	461 447	419 373		490 133	264 255	249 193	92 43	92 64				
1 WED. 9.56P 2																																			
2 TUE. 9.50P 1																																			
2 WED. 9.56P 1																																			
NEWSBREAK-SAT.																																			
1 SAT. 9.56P 1 CBS N														9	188	193		A 10.8 19 917	1742	634	219		713 242	416 411	350 239		679 165	386 402	427 242	157 98	193 170				
2 SAT. 9.58P 1														94	95			B 11.5 20 976	1703	638	240		714 200	400 397	369 266		693 193	400 411	388 236	119 53	177 141				

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)															
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	6-11												
EVENING CONT'D																																								
SCARECROW & MRS. KING MON. 8.00P 60 CBS GD 7 208 208 99 99																			A 17.7	27	1503	1635	750	297	853	252	450	426	397	363	500	130	263	242	264	208	119	79A	163	114
8.00 - 8.30																			B 17.5	27	1486	1618	765	289	853	238	444	428	397	358	479	128	248	240	249	192	102	52	184	129
8.30 - 9.00																			A 17.3	26	1469	1641	755	300	858	249	444	424	396	374	502	132	264	244	262	210	117	78A	164	121
																			A 18.1	27	1537	1623	742	293	844	250	448	430	399	351	497	130	263	239	264	205	119	82A	163	108
SILVER SPOONS 1 SUN. 7.30P 30 NBC CS 7 181 184 93 94																			A 10.4	16	883	2010	713	262	730	261	458	442	338	230	559	201	382	351	278	131A	205	91A	516	381
2 SUN. 7.00P 30																			B 10.3	17	874	1885	666	279	714	254	456	436	339	207	505	186	332	313	249	132	216	112	450	305
SIMON & SIMON THU. 9.00P 60 CBS PD 8 208 208 99 99																			A 21.6	35	1834	1682	778	274	843	232	453	434	424	347	591	160	335	341	335	206	121	29A	127	84
9.00 - 9.30																			B 20.8	32	1766	1676	773	265	852	255	461	428	404	342	604	178	347	331	313	213	102	27	118	77
9.30 - 10.00																			A 21.4	35	1817	1731	789	293	859	243	468	443	433	346	603	168	345	355	339	206	121	26A	148	95
																			A 21.6	36	1834	1644	773	257	833	223	439	429	416	350	582	153	327	332	334	206	121	32A	108	72
60 MINUTES SUN. 7.00P 60 CBS DN 10 209 209 99 99																			A 23.9	36	2029	1676	721	302	793	186	341	347	381	400	667	163	327	330	343	288	99	47A	117	83
7.00 - 7.30																			B 21.6	34	1834	1633	745	308	805	181	352	356	384	399	670	180	343	341	326	278	74	32	84	53
7.30 - 8.00																			A 22.4	34	1902	1676	726	295	795	188	334	342	377	409	661	155	317	317	340	295	95	47A	125	90
																			A 25.3	38	2148	1675	717	309	793	185	345	353	383	394	675	170	338	342	347	283	99	47A	108	77
SPORTSBREAK-SAT 1 SAT. 8.58P 1 CBS SN 10 192 199 94 94																			A 11.4	19	968	1902	640	231	700	198	430	439	369	227	744	259	476	443	400	228	154	71A	304	224
2 SAT. 8.57P 2																			B 11.3	20	959	1938	678	264	740	215	440	429	388	255	759	285	498	456	387	222	129	47	310	222
SPORTSBREAK-SUN 10 202 201																			A 15.9	22	1350	1626	822	350	905	206	413	412	464	427	545	141	249	239	260	252	94	35A	82A	66A
SUN. 8.58P 1 CBS SN 98 96																			B 18.5	27	1571	1639	798	317	884	213	423	416	426	402	572	151	303	303	292	226	90	43	97	65
HOOKER SAT. 8.00P 60 ABC OP 7 206 207 98 99																			A 12.2	21	1036	1657	772	271	840	245	401	372	338	384	524	109A	219	225	239	274	138	57A	155	119A
8.00 - 8.30																			B 12.4	22	1053	1682	744	261	806	206	360	340	348	398	560	121	243	264	270	270	131	69	185	122
8.30 - 9.00																			A 11.6	20	985	1623	761	249	821	237	384	354	324	380	534	99A	208	219	247	289	129	48A	139	103A
																			A 12.9	22	1095	1667	775	286	845	252	410	383	341	382	510	118	228	227	230	258	144	64A	168	131
BLOOPERS & PRAC. JOKES MON. 8.00P 60 NBC CV 9 208 204 99 99																			A 18.4	28	1562	1896	745	332	838	358	510	413	332	271	559	207	360	335	252	182	268	116	231	145
8.00 - 8.30																			B 16.8	26	1426	1880	735	319	816	329	504	408	340	271	549	211	335	293	239	186	235	104	280	197
8.30 - 9.00																			A 17.5	27	1486	1888	732	325	831	352	501	399	324	277	560	190	349	321	261	194	278	119	219	143
																			A 19.3	29	1639	1891	755	340	842	363	516	424	335	267	554	222	367	344	242	170	253	112	242	145
E'S A CROWD TUE. 8.00P 30 ABC CS 4 204 201 99 98																			A 15.2	23	1290	1658	769	225	832	277	453	383	355	336	474	176	256	197	187	192	173	95A	179	106
																			B 15.0	23	1274	1693	722	234	791	279	428	367	312	322	528	203	305	242	204	198	176	92	198	132
PPER JOHN, M.D. SUN. 10.00P 60 CBS GD 7 205 203 99 99																			A 13.4	22	1138	1424	774	266	878	235	436	396	413	398	439	104A	197	196	225	204	58A	52A	49A	28V
10.00 - 10.30																			B 14.7	25	1248	1459	747	271	865	233	430	396	393	384	490	159	261	251	232	185	65	37	39	29
10.30 - 11.00																			A 13.5	21	1146	1422	764	261	866	233	425	386	400	395	437	108A	194	192	219	202	57	53A	62A	39A
																			A 13.4	22	1138	1405	773	264	879	234	439	401	418	397	436	102A	199	197	227	201	54A	50A	36A	15V
O THU. 10.00P 60 ABC DN 8 207 207 99 99																			A 12.4	22	1053	1646	737	274	792	185	405	398	433	339	657	168	353	377	361	230	130	43A	67A	65A
10.00 - 10.30																			B 14.1	24	1197	1542	731	304	809	199	418	421	415	331	612	161	338	356	310	220	81	33	40	30
10.30 - 11.00																			A 12.5	22	1061	1670	734	276	800	202	421	400	421	330	661	179	364	389	354	220	134	42A	75A	68A
																			A 12.3	22	1044	1611	736	269	778	164	387	395	440	346	644	153	338	366	366	235	128	44A	61A	61A
LYM PRO BOXING DRILL THU. 8.00P 120 ABC SE 98																			A 9.5	15	807	1533	434	152A	453	157A	306A	273A	254A	126A	854	304A	498	539	436	244A	88V	LT	188A	98A
8.00 - 8.30																			A 8.4	13	713	1561	477	145A	477	166A	328A	295A	245A	149A	794	246A	417	519	420	249A	31V	LT	259A	128A
8.30 - 9.00																			A 9.3	14	790	1676	424	221A	502	212A	339	298A	248A	126A	846	275A	476	550	469	234A	35V	LT	293A	135A
9.00 - 9.30																			A 9.6	15	832	1476	430	130A	430	133A	287A	261A	267A	120A	902	356	556	565	425	253A	40V	LT	104A	67V
9.30 - 10.00																			A 10.4	16	883	1445	418	117A	418	125A	279A	246A	257A	115A	867	331	533	529	433	238A	42V	LT	118A	66V

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Y	HOUSEHOLD AUDIENCES					WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)					
										Avg. Aud.	Avg. Share %	Avg. Aud. %	Total Persons (2+)	Lady Work-ing Housew.	Total	18-34	18-49	25-54	35-64	55+	Total	18-34	18-49	25-54	35-64	55+					
EVENING CONT'D																															
V						5	204	204		A 13.7	23	1163	2174	655	255	702	296	505	461	359	152	678	302	502	453	319	128	299	146	495	352
	FRI.	8.00P	60	NBC	SF	99	99			B 14.2	24	1206	2161	713	275	774	294	549	482	409	179	666	285	484	448	327	136	268	119	453	326
		8.00 - 8.30								A 13.4	23	1138	2127	653	250	692	285	483	445	351	164	663	295	485	436	307	129	283	130	489	346
		8.30 - 9.00								A 13.8	23	1172	2239	664	259	716	306	526	479	368	143	703	316	524	470	336	130	312	162	508	362
WEBSTER						9	207	208		A 16.8	28	1426	1719	729	334	846	266	447	388	372	348	493	143	277	267	235	185	124	90	256	185
	FRI.	8.30P	30	ABC	CS	99	99			B 16.3	27	1384	1776	764	323	859	280	468	442	377	332	483	160	272	261	226	174	143	88	291	191
WHO'S THE BOSS?						4	203	202		A 14.6	22	1240	1702	780	215	853	307	485	405	361	318	497	167	274	221	226	187	184	138	168	120
	TUE.	8.30P	30	ABC	CS	99	99			B 15.5	23	1316	1727	748	243	831	311	468	397	332	309	510	197	309	247	211	173	197	128	189	129
WRLD FUNNIEST COM'L GOOFS(5)						202				A 16.8	26	1426	1657	716	280	799	307	517	470	355	247	556	163	324	300	300	208	240	131	62	46
	2 TUE.	9.00P	60	ABC	U	99				A 16.6	25	1409	1676	715	271	792	298	499	446	355	254	579	178	341	305	298	217	249	130	56	46
		9.00 - 9.30								A 17.1	27	1452	1621	712	287	799	313	531	491	350	238	527	146	302	292	295	196	229	132	66	43
	9.30 - 10.00																														
LATE FRINGE						7	200	201		A 3.4	18	289	1142	430	246	485	139	207	332	269	146	643	394	491	457	190	142	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-MON						97	97			B 3.6	17	306	1069	375	147	453	126	214	259	233	151	605	253	385	385	269	191	LT	LT	LT	LT
	1 MON.	1.05A	30	ABC	N																										
	2 MON.	12.52A	30																												
ABC NEWS:NIGHTLINE						27	197	198		A 5.6	16	475	1314	652	198	673	142	332	342	401	267	587	181	339	340	303	194	20	11	14	27
	TU-F	11.30P	30	ABC	N	97	97			B 5.8	16	492	1374	641	219	700	179	359	337	376	271	611	193	336	323	289	225	29	14	34	21
ABC ROCKS						7	135	136		A 1.9	6	161	1205	453	204	460	131	348	249	273	112	720	477	577	528	156	93	LT	LT	LT	LT
	FRI.	12.00M	32	ABC	PC	75	75			B 2.2	7	187	1044	368	276	455	233	384	279	199	42	484	295	380	357	147	75	37	LT	68	51
ABC WEEKEND REPORT-SAT.						8	166	166		A 3.9	10	331	1381	720	288	768	214	460	396	414	285	460	127	275	287	262	140	42	24	111	111
	SAT.	11.30P	15	ABC	N	88	88			B 4.1	11	348	1327	749	211	789	209	426	429	429	270	490	89	224	227	281	229	21	LT	27	27
ABC WEEKEND REPORT-SUN.						8	169	166		A 4.2	16	357	1325	592	104	642	263	389	347	354	183	611	272	507	355	314	88	33	LT	39	26
	1 SUN.	11.44P	15	ABC	N	91	91			B 3.7	13	314	1151	577	195	617	219	355	297	291	214	494	187	343	267	232	131	22	LT	18	LT
	2 SUN.	11.30P	15																												
CBS NEWS NIGHTWATCH-1						39	62	63		A 1.3	14	110	691	364	172	382	45	173	182	301	155	300	100	182	182	182	109	LT	LT	LT	LT
	M-THSU	2.00A	30	CBS	N	60	60			B 1.2	13	102	779	397	200	452	106	281	254	275	141	321	129	182	193	166	111	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2						45	94	95		A 1.1	21	93	591	268	75	279	75	140	128	172	86	269	151	194	182	107	54	LT	LT	LT	LT
	M-THSU	2.30A	210	CBS	N	85	86			B 1.0	19	85	709	294	152	336	109	233	217	183	79	363	190	255	255	137	92	LT	LT	LT	LT
		2.30 - 3.00								A 1.3	17	110	736	308	100	308	LT	99	155	264	136	355	100	219	209	236	119	LT	LT	45	45
		3.00 - 3.30								A 1.3	21	110	609	328	LT	328	73	191	155	236	100	281	136	208	181	127	73	LT	LT	LT	LT
		3.30 - 4.00								A 1.0	19	85	529	282	LT	282	LT	153	153	212	82	247	118	130	188	129	59	LT	LT	LT	LT
		4.00 - 4.30								A 1.0	22	85	529	247	106	247	106	141	106	118	70	212	130	130	177	82	LT	LT	LT	70	LT
		4.30 - 5.00								A .9	22	76	434	197	LT	211	106	106	LT	65	66	223	184	184	223	LT	LT	LT	LT	LT	
		5.00 - 5.30								A .9	22	76	408	237	LT	237	132	158	105	LT	66	171	171	171	171	LT	LT	LT	LT	LT	
		5.30 - 6.00								A 1.0	23	85	471	260	71	260	LT	71	141	176	83	211	176	176	94	LT	LT	LT	LT	LT	
CBS SUNDAY NEWS-OSGOOD						9	140	139		A 5.6	11	475	1392	693	278	742	147	384	375	460	316	567	209	341	320	256	202	60	48	23	LT
	SUN.	11.00P	15	CBS	N	74	73			B 5.7	12	484	1343	704	251	777	166	361	356	395	356	528	154	285	273	262	219	24	17	14	LT
DAVID LETTERMAN I						31	190	188		A 4.1	19	348	1359	464	223	531	215	315	245	250	149	713	446	543	343	190	126	69	LT	46	LT
	M-TH	12.30A	30	NBC	GV	99	99			B 3.6	18	306	1289	495	201	561	228	323	284	250	155	667	382	486	351	222	142	27	LT	34	LT
DAVID LETTERMAN II						31	190	188		A 3.2	19	272	1290	397	279	522	228	328	235	243	136	687	452	552	334	187	95	40	LT	41	LT
	M-TH	1.00A	30	NBC	GV	99	99			B 2.7	18	229	1239	454	194	504	193	300	267	247	134	650	399	513	347	209	115	22	LT	63	LT

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-34	25-34	35-44	45-54	55+	TOTAL	18-34	WOMEN 18-34	25-34	35-44	45-54	55+	TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11					
LATE FRINGE CONT'D																																						
DAVID LETTERMAN-SPECIAL(S)										195	A	4.1	20	348	1761	607^305^	710^441^	548^405^	248^	77^	970	761	856	450^	164^	95^	74^	74^	LT	LT								
2 FRI. 12.30A 90 NBC GV										99	A	5.2	21	441	1617	593 321^	718 366^	500^392^	314^114^	857 587	699 453^	206^132^	26^	26^	16^	16^												
12.30 1.00										A	4.0	20	340	2103	710^383^	831 583^	662^495^	248^	44^	1179 997	1064 494^	138^	92^	93^	93^	LT	LT											
1.00 - 1.30										A	3.1	19	263	1578	506^183^	548^380^	486^316^	149^	62^	897^752^	852^388^	122^	45^	133^133^			LT	LT										
1.30 - 2.00																																						
EYE ON HOLLYWOOD										19 107 108	A	1.7	6	144	1007	340^	35^	340^125^	187^187^	139^112^	597 291^	423^333^	230^139^	56^	42^	LT	LT	LT	LT									
1 TU & W 12.00M 30 ABC GV										65 66	B	1.7	6	144	1077	394 187	482 172	273 202	264 158	569 243	387 361	246 136	LT	LT	LT	LT												
1 THU. 12.00M 31																																						
2 TU&TH 12.00M 31																																						
2 WED. 12.00M 30																																						
FRIDAY NIGHT VIDEOS										7 193	A	3.2	16	272	1401	416^224^	607^434^	518^265^	159^	73^	423^262^	305^118^	139^	91^	139^	51^	232^	232^										
1 FRI. 12.30A 90 NBC PC										99	B	3.2	16	272	1222	417 189	508 300	394 254	160 92	484 351	411 221	115 58	158 46	72 67														
12.30 1.00										A	3.7	15	314	1580	545^302^	681^402^	544^381^	242^102^	549^345^	405^218^	144^111^	76^	LT	274^	274^													
1.00 - 1.30										A	3.3	16	280	1332	343^164^	514^386^	465^243^	128^	49^	357^200^	236^	79^	157^	78^	164^	46^	297^	297^										
1.30 - 2.00										A	2.6	16	221	1235	312^181^	607^543^	543^113^	64^	64^	339^221^	253^	32^	118^	86^	194^131^	95^	95^											
FRIDAY NIGHT VIDEOS SP ED(S)										190	A	4.7	15	399	1306	497^328^	560^333^	426^297^	216^101^	434^273^	333^263^	103^	71^	212^	93^	100^	67^											
2 SAT. 11.30P 83 NBC PC										98	A	5.8	16	492	1250	457^311^	536 328^	410^284^	178^111^	418^282^	311^229^	88^	78^	206^	92^	90^	67^											
11.30 12.00										A	4.4	14	374	1289	474^348^	538^334^	413^287^	204^	72^	411^266^	309^232^	73^	72^	217^	93^	123^	56^											
12.00 12.30										A	3.6	13	306	1487	623^349^	672^349^	489^344^	323^143^	499^261^	415^383^	187^	55^	224^102^		92^	92^												
12.30 - 1.00																																						
G MICHAELS SPORTS MACHINE										10 77 74	A	2.2	8	187	1011	502^373^	550^123^	375^379^	396^128^	413^172^	290^322^	182^	91^	LT	LT	48^	48^											
SUN. 12.00M 30 NBC SC										51 49	B	1.6	6	136	919	419 256	448 129	292 341	295 90	460 225	325 312	162 121	LT	LT	LT	LT												
LATE MOVIE I										49 176 176	A	5.1	16	433	1171	546 259	614 180	358 347	351 182	498 178	327 282	247 145	24^	16^	35^	18^												
1 M-TH 11.30P 67 CBS FF										90 90	B	4.9	16	416	1197	595 218	654 193	382 358	350 215	471 168	307 279	237 136	40	22	32	17												
1 FRI. 11.30P 68																																						
2 MON. 11.30P 66																																						
2 TU-TH 11.30P 67																																						
2 FRI. 11.30P 70																																						
11.30 - 12.00										A	5.6	16	475	1211	569 260	649 191	367 358	358 205	500 170	326 291	253 146	21^	19^	41^	21^													
12.00 - 12.30										A	4.8	17	408	1159	540 255	596 174	361 350	356 162	510 189	336 279	248 147^	21^	14^	32^	17^													
12.30 - 1.00										A	4.6	20	391	1056	474 228	515 146^	299 281	286 157^	475 179	317 272	228 142^	27^	15^	39^	23^													
LATE MOVIE II										49 176 176	A	3.5	18	297	1007	474 245	515 198^	265 266	283 175^	435 158^	293 256	227 128^	30^	17^	27^	LT												
1 M & TH 12.37A 49 CBS FF										90 90	B	3.3	18	280	1050	514 212	561 161	341 318	311 171	433 172	287 276	225 115	31	18	25	LT												
1 TUE. 12.37A 57																																						
1 WED. 12.37A 50																																						
1 FRI. 12.38A 50																																						
2 MON. 12.36A 49																																						
2 TUE. 12.37A 53																																						
2 WED. 12.37A 47																																						
2 THU. 12.37A 48																																						
2 FRI. 12.40A 48																																						
12.30 - 1.00										A	3.6	17	306	1010	461 219	497 133^	277 268	278 158^	454 166^	301 259	230 140^	23^	17^	36^	20^													
1.00 - 1.30										A	3.3	19	280	1036	500 264	539 143^	264 271	292 189^	439 157^	307 269	235 121^	40^	18^	18^	LT													
SATURDAY NIGHT										7 197	A	7.0	22	594	1258	564 269^	626 310^	480 366^	234^117^	478 215^	394^357^	241^	80^	61^	LT	93^	93^											
1 SAT. 11.30P 78 NBC GV										99	A	7.1	21	603	1388	564 260	620 310	461 389	251 116	521 272	433 375	218 75	166 81	81 73														
1.30 - 12.00										A	6.1	22	688	1276	542 252^	622 294^	461 347^	246^137^	533 214^	412 387	272^121^	55^	LT	66^	66^													
12.00 - 12.30										A	7.2	23	594	1258	576 283^	647 324^	495 381^	231^118^	425 213^	372^323^	212^	53^	71^	LT	115 115													
12.30 - 1.00										A	5.4	21	458	1153	563 264^	563 312^	473^358^	192^	59^	430^218^	384^336^	212^	31^	51^	LT	109^	109^											



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																																			
CBS COLLEGE FOOTBA-CONT'D																																			
	2.30	-	3.00					A	6.7	21	569	1698	427	192	528	175	277	319	256	185	968	538	715	560	317	223	169	19	33	33	33	33			
	3.00	-	3.30					A	8.0	25	679	1695	399	180	481	157	271	303	238	163	1053	546	724	656	349	265	128	21	33	33	33	33			
	3.30	-	4.00					A	8.7	26	739	1639	391	158	443	123	238	259	218	169	1015	507	667	562	358	282	136	15	45	45	45	45			
	4.00	-	4.30					A	9.7	27	824	1433	341	159	387	122	204	184	175	157	934	412	613	551	386	249	61	17	51	51	51	51			
	4.30	-	5.00					A	9.5	25	807	1600	385	205	455	159	261	234	193	168	965	391	615	587	449	266	110	13	70	70	70	70			
	5.00	-	5.30					A	10.8	27	917	1698	464	241	556	174	294	264	237	231	932	324	564	557	477	283	139	29	71	61	61	61			
	5.30	-	6.00					A	11.8	27	1002	1660	447	260	543	185	294	268	224	221	886	284	546	525	469	270	150	25	81	63	63	63			
	6.00	-	6.30					A	13.4	28	1138	1550	488	250	543	134	286	287	265	229	807	195	441	462	470	283	84	17	116	97	97	97			
CBS COLLEGE FTBL POST-FRI(S)													204																						
	2 FRI.	6.23P	30	CBS	SC			A	12.7	26	1078	1541	503	254	566	145	306	298	267	234	790	175	431	458	472	280	65	17	120	100	100	100			
CBS EARLY MORNING NEWS													45		136 137																				
	M-F	6.30A	30	CBS	N	88	88	B	1.5	16	127	1000	424	212	456	86	251	299	323	157	520	118	212	213	213	260	17	17	17	17	17	17			
								B	1.6	17	136	1142	445	213	459	62	233	297	337	155	627	188	305	332	268	266	17	17	17	17	17	17			
CBS MORNING NEWS 1													45		201 200																				
	M-F	7.30A	30	CBS	N	99	99	A	3.3	16	280	1107	561	168	600	108	297	311	335	271	454	133	197	167	161	247	28	17	25	17	17	17			
								B	3.3	16	280	1116	571	156	595	116	303	310	300	256	462	70	188	177	207	265	18	17	41	24	24	24			
CBS MORNING NEWS 2													45		196 198																				
	M-F	8.30A	30	CBS	N	98	98	A	3.6	15	306	1085	578	114	598	71	182	241	288	351	359	91	117	94	109	219	36	17	92	33	33	33			
								B	3.5	16	297	1018	580	101	610	104	245	260	285	316	340	73	134	121	132	190	22	17	46	17	17	17			
CBS NFL FTBL PRE-THU(S)													204																						
	2 THU.	12.00N	30	CBS	SC			A	12.1	28	1027	1591	428	230	449	95	196	195	265	201	884	342	552	459	410	270	104	53	154	38	38	38			
CBS NFL FTBL GAME-THU(S)													204																						
	2 THU.	12.30P	189	CBS	SE			A	18.5	46	1571	1962	461	255	507	173	285	269	237	161	1185	512	779	659	520	316	174	55	96	47	47	47			
	12.30	-	1.00					A	16.8	39	1426	1644	394	225	422	95	195	184	227	184	1001	429	661	612	450	245	146	65	75	14	14	14			
	1.00	-	1.30					A	17.6	42	1494	1904	439	240	468	159	245	225	218	171	1138	512	767	676	482	274	180	79	118	38	38	38			
	1.30	-	2.00					A	18.4	45	1562	2002	448	233	492	160	248	236	232	182	1207	539	803	667	514	312	193	67	110	44	44	44			
	2.00	-	2.30					A	18.2	46	1545	2154	497	268	556	194	321	315	267	168	1279	558	842	722	551	346	192	76	127	71	71	71			
	2.30	-	3.00					A	19.5	49	1656	2043	476	283	537	206	326	313	251	137	1212	511	772	670	533	346	205	50	89	61	61	61			
	3.00	-	3.30					A	20.5	53	1740	1969	485	265	536	199	333	309	232	140	1223	508	793	612	557	353	146	18	64	51	51	51			
	3.30	-	4.00					A	19.4	51	1647	1958	459	281	509	196	306	278	219	137	1261	528	838	634	564	343	134	10	54	45	45	45			
CBS NFL FTBL POST-THU(S)													199																						
	2 THU.	3.39P	21	CBS	SC			A	14.9	40	1265	1874	442	252	495	174	277	270	216	152	1205	482	800	591	566	348	133	10	41	37	37	37			
CHALLENGE IN SPACE-RETRIV(S)													189																						
	1 MON.	9.24A	25	ABC	N			A	4.4	19	374	1484	673	400	676	208	435	363	345	241	516	172	228	273	190	243	17	17	292	176	176	176			
DAYS OF OUR LIVES													39		206 205																				
	1 M-F	1.00P	60	NBC	DD	99	99	A	7.3	24	620	1306	747	185	849	279	446	428	393	327	304	107	146	137	137	128	53	40	100	39	39	39			
	2 MTWTF	1.00P	60					B	6.5	22	552	1310	804	185	894	310	477	415	407	367	296	120	156	118	114	121	48	38	72	26	26	26			
	1.00	-	1.30					A	7.0	23	594	1332	757	183	851	269	437	429	405	334	329	113	150	143	148	148	53	42	99	43	43	43			
	1.30	-	2.00					A	7.6	25	645	1270	734	181	842	285	451	425	382	320	281	103	141	132	124	110	50	37	97	33	33	33			
DAYS OF OUR LIVES(B)													161																						
	2 THU.	1.00P	60	NBC	DD			A	4.8	12	408	2005	658	242	1074	543	724	530	425	330	545	218	359	403	297	112	224	101	162	162	162	162			
	1.00	-	1.30					A	4.5	11	382	2207	755	317	1119	585	760	585	435	344	620	269	399	430	318	150	250	106	218	218	218	218			
	1.30	-	2.00					A	5.0	12	425	1847	576	179	1050	517	705	483	419	325	480	177	327	381	279	77	201	97	116	116	116	116			
EDGE OF NIGHT													35		102 100																				
	M-F	4.00P	30	ABC	DD	60	61	B	2.6	8	221	1416	851	317	969	443	651	452	404	272	198	99	140	121	81	50	149	108	100	86	86	86			
								B	2.6	8	221	1314	796	246	933	411	616	442	408	282	179	83	110	100	80	53	124	112	78	48	48	48			



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PROGRAM NAME													WK		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	2ND NOV. 1984 REPORT	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M-11													
WEEKDAY DAYTIME CONT'D																																							
FACTS OF LIFE M-F																																							
1	M-F	10.00A	30	NBC	CS	39	141	141	A	3.9	16	331	1447	656	208	768	308	483	367	327	255	300	139	191	145	97	91	83	63	296	160								
2	MTUWF	10.00A	30			84	84		B	3.5	15	297	1351	652	137	724	261	415	325	297	263	311	140	189	163	107	98	90	60	226	78								
FAMILY FEUD																																							
M-F	11.30A	30	ABC	QP		35	176	174	A	3.3	12	280	1393	793	264	854	325	521	418	354	296	297	112	197	186	131	79	67	21	175	86								
						88	87		B	3.0	12	255	1379	833	239	913	403	551	401	323	318	280	121	172	149	102	89	49	29	137	59								
GENERAL HOSPITAL																																							
M-F	3.00P	60	ABC	DD		35	208	206	A	8.7	27	739	1422	859	270	950	449	673	519	380	235	256	108	151	123	84	99	124	110	92	46								
	3.00 - 3.30					99	99		B	8.9	29	756	1312	813	227	909	436	630	488	355	228	211	96	127	95	67	78	103	91	89	43								
	3.30 - 4.00								A	8.5	27	722	1388	874	258	955	449	678	531	381	236	243	104	141	115	73	96	109	96	81	38								
									A	8.9	27	756	1443	845	276	943	449	665	505	375	237	264	112	155	127	90	103	135	120	101	53								
GOOD MORN AMER-MON-830(B)																																							
1	MON.	8.30A	19	ABC	N	109	70		A	4.1	16	348	1302	1069	469	1069	454	776	581	528	235	233	106	106	106	127	127	LT	LT	LT	LT								
GOOD MORNING, AMERICA-730																																							
M-F	7.30A	30	ABC	N		40	204	204	A	4.9	23	416	1288	778	219	798	262	478	437	367	272	354	82	157	138	183	197	26	LT	110	34								
						99	99		B	4.7	23	399	1237	733	192	747	253	412	385	321	288	342	57	144	144	188	183	43	LT	105	63								
GOOD MORNING, AMERICA-830																																							
1	MON.	8.49A	11	ABC	N	99	99		A	5.5	23	467	1285	744	204	791	265	426	379	359	315	348	65	147	152	189	180	13	LT	133	53								
1	TU-F	8.30A	30						B	5.2	23	441	1248	805	137	831	247	427	393	382	352	330	70	148	137	161	164	LT	LT	78	17								
2	M-F	8.30A	30																																				
GUIDING LIGHT																																							
1	M-F	3.00P	60	CBS	DD	43	205	205	A	7.2	23	611	1157	676	115	815	222	399	351	391	369	188	53	73	59	72	111	65	49	89	23								
						99	99		B	7.3	24	620	1228	777	134	864	210	390	349	381	431	188	43	83	74	90	98	110	55	66	24								
2 M W 3.00P 60																																							
	3.00 - 3.30								A	6.9	23	586	1155	683	105	822	217	396	353	403	378	190	52	72	59	75	112	56	39	87	19								
	3.30 - 4.00								A	7.5	23	637	1140	667	121	797	224	395	343	375	358	184	51	70	59	67	109	74	57	85	23								
KENNER FAMILY CLASSICS-TH(S)																																							
2	THU.	4.00P	60	CBS	CL	117	66		A	3.6	10	306	2127	519	270	666	368	368	310	166	232	849	362	551	470	442	213	LT	LT	612	144								
	4.00 - 4.30								A	3.9	11	331	2033	474	296	631	350	350	279	151	238	925	398	573	559	484	206	LT	LT	477	264								
	4.30 - 5.00								A	3.3	9	280	2211	567	242	699	392	392	347	179	217	747	314	518	361	383	218	LT	LT	765	LT								
KENNER FAMILY CLASSICS-FR(S)																																							
2	FRI.	10.00A	60	CBS	CL	167	83		A	4.2	14	357	1997	496	232	644	268	392	342	234	216	178	42	100	100	58	78	373	LT	802	581								
	10.00 - 10.30								A	3.8	13	323	1985	514	229	644	296	417	371	205	189	209	62	117	117	55	92	464	LT	668	474								
	10.30 - 11.00								A	4.6	15	391	1990	475	232	633	243	365	310	251	235	153	24	85	85	61	68	297	LT	907	666								
LIKE MOM, LIKE ME(S)																																							
2	FRI.	12.30P	120	CBS	FF	166	83		A	4.9	14	416	1377	588	173	723	171	340	262	324	334	304	107	160	182	99	122	258	65	92	56								
	12.30 - 1.00								A	4.3	13	365	1205	656	134	738	174	319	262	354	353	196	46	79	101	71	95	147	61	124	90								
	1.00 - 1.30								A	5.2	15	441	1469	568	157	697	172	326	248	303	321	387	174	232	262	114	125	261	56	124	61								
	1.30 - 2.00								A	5.1	14	433	1436	584	189	745	175	367	262	335	343	276	88	124	144	91	132	355	74	60	35								
	2.00 - 2.30								A	4.8	14	408	1385	566	206	730	157	351	274	321	338	347	121	197	211	108	136	252	71	56	34								
LOVING																																							
M-F	12.30P	30	ABC	DD		188	187		A	3.9	13	331	1344	743	286	897	492	680	434	324	173	275	121	151	85	57	124	60	30	112	45								
						96	96		B	4.0	15	340	1351	782	254	896	463	630	437	318	218	255	110	135	77	63	119	33	18	167	52								
MACYS THANKSGIVING PARADE(S)																																							
2	THU.	9.00A	180	NBC	AC	205	99		A	15.6	36	1324	1803	598	262	731	276	395	310	330	293	476	177	264	233	222	176	176	121	420	250								
	9.00 - 9.30								A	11.5	32	976	1508	533	228	645	199	291	233	305	300	347	118	172	150	149	154	97	79	419	238								
	9.30 - 10.00								A	14	35	1214	1563	510	213	647	230	333	244	280	272	349	133	194	171	141	134	133	88	434	253								
	10.00 - 10.30								A	15	35	1324	1804	566	244	707	285	398	316	292	265	466	183	275	238	214	159	186	120	445	261								
	10.30 - 11.00								A	17	38	1443	1924	614	294	758	302	450	363	342	264	529	206	306	272	243	180	210	122	427	250								
CONT'D																																							



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK OF ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL & 11							
							Avg. Aud. %	Avg. Share %		Avg. (0,000)	18-34			18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
WEEKDAY DAYTIME CONT'D																																
MACYS THANKSGIVING-CONT'D																																
11.00 - 11.30										A	17.5	37	1486	1943	646	287	779	307	432	355	362	305	542	204	290	262	255	204	193	142	429	266
11.30 - 12.00										A	17.6	37	1494	1943	671	283	804	305	424	320	379	340	559	188	301	268	290	215	211	154	369	233
NBC NEWS AT SUNRISE										A	1.8	16	153	1235	718	274	751	98	432	470	529	248	437	123	274	242	191	163	LT	LT	33	33
M-F 6.30A 30 NBC N										B	1.9	16	161	1321	740	281	755	105	422	474	514	249	521	171	339	285	244	167	LT	LT	35	LT
NBC NEWS DIGEST-DAYTIME										A	4.6	15	391	1332	755	168	862	297	470	419	356	340	228	86	112	100	98	95	51	43	191	62
M-W 2.57P 1 NBC N										B	4.2	15	357	1307	847	145	917	299	475	426	393	405	208	75	85	69	83	102	53	44	129	40
NEWSBREAK-11.57										A	7.5	27	637	1254	587	155	674	176	276	245	273	353	352	96	143	109	116	194	39	14	189	71
M-F 11.57A 2 CBS N										B	7.1	29	603	1168	637	129	723	184	304	277	294	377	324	88	139	111	102	177	16	17	105	28
NEWSBREAK-3.57										A	6.3	19	535	1176	685	137	821	215	383	331	376	385	185	49	71	68	73	108	63	50	107	34
1 M-F 3.57P 2 CBS N										B	6.0	19	509	1193	756	139	844	212	368	328	355	428	190	37	81	80	96	101	86	43	73	34
2 M-W 3.57P 2																																
NFL '84 NBC-THU(S)										A	5.4	14	458	2596	493	42	600	226	304	389	319	211	1176	525	826	768	568	270	688	447	132	90
2 THU. 3.30P 30 NBC SC																																
NFL FTBL GAME NBC-THU(S)										A	19.0	46	1613	2342	564	310	647	171	349	353	368	235	1216	389	818	681	691	333	358	87	121	93
2 THU. 4.00P 215 NBC SE																																
4.00 - 4.30										A	16.9	46	1435	2259	514	308	625	196	368	357	350	196	1168	407	768	642	639	325	358	98	108	92
4.30 - 5.00										A	18.9	50	1605	2239	512	305	602	163	356	338	354	201	1130	365	747	616	631	315	393	99	114	82
5.00 - 5.30										A	19.2	50	1630	2214	481	253	545	124	277	279	323	217	1191	357	788	671	679	343	383	69	95	66
5.30 - 6.00										A	19.2	48	1630	2309	550	280	617	150	303	295	344	266	1206	356	788	692	709	354	376	65	110	80
6.00 - 6.30										A	18.7	44	1588	2376	579	322	651	155	324	338	368	263	1273	420	879	715	730	323	305	69	147	102
6.30 - 7.00										A	19.2	44	1630	2594	612	381	698	202	399	405	384	231	1395	462	980	835	809	329	361	94	140	103
7.00 - 7.30										A	20.5	45	1740	2361	662	320	753	203	413	442	432	248	1160	373	782	616	643	331	319	100	129	115
ONE LIFE TO LIVE										A	7.0	23	594	1401	850	292	955	472	681	548	373	218	262	119	151	120	62	104	81	65	103	29
M-F 2.00P 60 ABC DD										B	7.2	25	611	1298	833	247	929	467	667	531	365	214	209	97	129	93	55	77	54	45	106	23
2.00 - 2.30										A	6.9	23	586	1389	848	293	955	477	686	549	370	212	264	121	150	122	61	107	69	51	101	22
2.30 - 3.00										A	7.0	23	594	1419	858	293	956	468	678	551	376	224	262	117	154	120	64	101	95	79	106	35
PRESS YOUR LUCK										A	4.8	20	408	1221	688	176	816	196	294	257	343	468	272	63	98	91	111	142	25	15	108	42
1 M-F 10.30A 30 CBS QP										B	4.6	20	391	1231	706	130	794	192	315	293	345	425	303	80	125	112	120	156	20	17	114	38
2 M-W 10.30A 30																																
PRICE IS RIGHT 1										A	6.6	26	560	1214	630	139	719	184	293	261	296	374	304	64	106	100	111	170	45	16	146	50
1 M-F 11.00A 30 CBS AP										B	6.6	28	560	1159	638	122	728	176	287	264	290	399	314	80	129	114	104	169	19	17	98	22
2 MTWTF 11.00A 30																																
PRICE IS RIGHT 2										A	8.2	32	696	1211	618	131	697	168	276	247	280	376	306	64	93	76	98	191	47	14	161	64
1 M-F 11.30A 30 CBS AP										B	8.2	34	696	1164	636	124	729	178	295	274	288	393	315	78	125	107	100	178	19	17	101	27
2 MTWTF 11.30A 30																																
RYAN'S HOPE										A	3.2	11	272	1338	741	257	889	492	658	445	328	187	246	81	125	92	99	121	74	37	129	70
M-F 12.00N 30 ABC DD										B	3.2	12	272	1422	857	194	968	497	676	486	340	253	226	95	123	86	70	103	41	18	187	56
SALE OF THE CENTURY										A	4.5	18	382	1369	649	131	764	218	343	261	279	385	334	102	156	138	100	167	63	39	208	110
1 M-F 10.30A 30 NBC QG										B	4.1	18	348	1235	678	121	743	202	328	261	272	379	329	116	171	162	100	144	47	23	116	46
2 MTWTF 10.30A 30																																
SANTA BARBARA										A	3.4	11	289	1616	726	152	858	383	491	419	291	281	263	63	139	145	140	94	135	125	360	308
1 M-F 3.00P 60 NBC DD										B	3.1	10	263	1449	771	155	865	363	509	425	349	292	237	83	115	112	107	93	103	74	244	150
CONT'D																																

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										T/C SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD.	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL & M	
WEEKEND DAYTIME CONT'D																																			
ALVIN AND THE CHIPMUNKS										10	201	204	A	9.4	32	798	1753	300	117^	363	182	277	224	169	67^	175	118^	158^	147^	49^	12^	186	125^	1029	571
SAT. 10.30A 30 NBC CA										98	98	B	8.6	30	730	1730	305	91	349	188	268	178	125	73	202	126	167	121	59	26	273	179	906	529	
AMERICAN BANDSTAND										10	148	162	A	3.5	11	297	1616	373^	205^	481	174^	286^	257^	230^	158^	300^	189^	232^	202^	63^	61^	475	287^	360^	253
SAT. 12.30P 60 ABC PC										73	80	B	3.4	11	289	1608	436	151	539	279	365	281	186	156	371	178	225	215	142	95	306	282^	392	204	
12.30 - 1.00												A	3.3	10	280	1357	275^	162^	407^	140^	250^	201^	217^	138^	228^	131^	188^	160^	64^	33^	397^	303^	325^	225^	
1.00 - 1.30												A	3.8	12	323	1762	447	217^	518	196^	301^	294^	223^	164^	347^	226^	257^	229^	61^	84^	522	256^	375^	267^	
BUGS BUNNY/ROAD RUNNER 1										5	122		A	3.0	10	255	1753	364^	200^	469^	313^	356^	330^	156^	73^	165^	165^	165^	165^	LT	LT	236^	106^	883^	404^
2 SAT. 12.00N 30 CBS CA											63	B	4.0	13	340	1715	358	190	434	254	375	259	139	53	381	190	307	265	136	71	220	143	680	420	
BUGS BUNNY/R RUNNER 2(B)											118		A	4.0	13	340	1632	294^	159^	341^	154^	194^	242^	187^	99^	140^	140^	140^	140^	LT	LT	365^	90^	786	439^
2 SAT. 12.30P 30 CBS CA											62																								
CAPTAIN KANGAROO-SAT										10	132	130	A	1.3	12	110	818^	200^	LT	200^	100^	100^	100^	100^	101^	LT	LT	LT	LT	101^	82^	LT	LT	490^	191^
SAT. 7.30A 30 CBS CL										84	83	B	1.1	11	93	1168	162	LT	161	LT	98	92	90	59	190	103	136	131	55	54	149	57	668	388	
CBS COLLEGE FOOTBALL PRE										9	166	196	A	4.9	15	416	1428	426	77^	479	286^	313	197^	113^	150^	767	295^	422	347	264^	306^	113^	96^	69^	LT
1 SAT. 12.00N 7 CBS SC										88	96	B	4.1	13	348	1336	313	103	355	151	195	138	99	145	685	283	411	322	254	239	144	46	152	65	
2 SAT. 3.30P 7																																			
CBS COLLEGE FOOTBALL										9	166	198	A	7.2	19	611	1488	387	123^	448	171^	232	194^	173^	181^	780	216	362	366	344	347	94^	30^	166^	116^
1 SAT. 12.07P 192 CBS SE										88	96	B	5.9	16	501	1379	329	112	366	91	163	151	163	178	777	255	415	374	348	298	117	39	119	74	
2 SAT. 3.37P 198																																			
12.00 - 12.30												A	4.7	14	399	1534	469^	50^	566^	361^	419^	230^	150^	130^	717	256^	316^	265^	241^	321^	80^	80^	171^	69^	
12.30 - 1.00												A	5.4	17	458	1576	437^	94^	483^	235^	319^	246^	175^	139^	752	240^	320^	359^	311^	315^	56^	LT	285^	189^	
1.00 - 1.30												A	6.0	18	509	1639	484^	142^	525	251^	343^	277^	174^	159^	698	247^	306^	331^	271^	298^	69^	33^	347^	255^	
1.30 - 2.00												A	6.1	17	518	1708	533	225^	575	239^	363^	290^	223^	195^	639	205^	239^	263^	219^	321^	134^	47^	360^	249^	
2.00 - 2.30												A	7.4	21	628	1788	514	203^	544	234^	334^	305^	208^	176^	712	206^	276^	334^	309^	315^	148^	38^	384^	273^	
2.30 - 3.00												A	7.9	22	671	1741	484	164^	515	198^	327^	322^	251^	127^	791	241^	356^	413	360^	331^	138^	34^	297^	177^	
3.00 - 3.30												A	7.7	21	654	1440	360^	115^	400	125^	236^	206^	218^	112^	809	258^	368^	425	377^	321^	86^	51^	145^	122^	
3.30 - 4.00												A	6.5	19	552	1357	371^	140^	387^	157^	177^	146^	120^	182^	928	288^	489	450	395^	370^	42^	19^	LT	LT	
4.00 - 4.30												A	7.0	19	594	1362	311^	98^	339^	95^	105^	114^	132^	194^	899	250^	427	399^	373^	394^	65^	13^	59^	59^	
4.30 - 5.00												A	7.5	19	637	1370	353^	121^	414	148^	178^	157^	160^	202^	800	218^	407	377^	309^	355^	88^	13^	68^	68^	
5.00 - 5.30												A	7.3	18	620	1340	363^	160^	473	190^	226^	206^	150^	223^	705	128^	295^	295^	297^	379^	86^	21^	76^	76^	
5.30 - 6.00												A	8.1	18	688	1279	290^	107^	383	129^	159^	136^	145^	203^	749	163^	354^	353^	355^	364	80^	17^	67^	67^	
6.00 - 6.30												A	9.5	19	807	1331	279^	55^	333	66^	93^	63^	144^	204^	839	184^	428	399	446	378	93^	34^	66^	25^	
6.30 - 7.00												A	9.7	19	824	1382	305	56^	367	78^	107^	80^	161^	209^	829	200^	419	401	433	362	116^	61^	70^	22^	
CBS COLLEGE FOOTBALL PM 2										2	193		A	6.3	14	535	1634	377^	145^	412^	93^	180^	232^	239^	155^	673	186^	299^	297^	333^	314^	74^	56^	475	434^
1 SAT. 3.41P 201 CBS SE											95	B	5.6	14	475	1469	348	139	381	71	156	194	213	172	686	175	350	331	354	283	123	43	279	255	
3.30 - 4.00												A	7.0	18	594	1650	475	228^	526	186^	327^	294^	297^	110^	695	173^	277^	273^	334^	320^	85^	65^	344^	344^	
4.00 - 4.30												A	6.6	16	560	1423	311^	109^	371^	156^	227^	236^	189^	74^	643	181^	287^	296^	327^	277^	75^	62^	334^	334^	
4.30 - 5.00												A	6.5	16	552	1457	250^	93^	250^	67^	104^	155^	118^	95^	686	192^	299^	303^	335^	322^	58^	49^	463	463	
5.00 - 5.30												A	6.4	15	543	1884	334^	115^	334^	76^	125^	189^	175^	145^	750	249^	363^	370^	344^	322^	51^	36^	749	749	
5.30 - 6.00												A	5.9	13	501	2022	330^	106^	346^	85^	124^	168^	168^	162^	702	194^	281^	315^	336^	354^	83^	65^	891	758	
6.00 - 6.30												A	5.3	11	450	1647	448^	170^	517^	67^	192^	276^	330^	241^	655	179^	298^	262^	331^	318^	108^	88^	367^	281^	
6.30 - 7.00												A	6.2	12	526	1502	531	220^	590	54^	216^	344^	432^	246^	645	152^	307^	283^	361^	311^	71^	37^	196^	117^	
CBS COLLEGE FOOTBALL POST										7	166	198	A	7.7	19	654	1443	362	93^	415	130^	209	164^	204	158^	811	240	381	394	384	332	96^	60^	121^	89^
1 SAT. 3.19P 11 CBS SC										88	96	B	5.6	16	475	1332	338	134	388	75	204	174	225	154	812	251	439	430	388	290	75	28	57	39	
2 SAT. 6.55P 4																																			
CBS COLLEGE FTBL PRE 2										1	191		A	6.7	18	569	1738	547	257^	626	233^	397^	322^	329^	139^	739	235^	344^	338^	325^	291^	61^	35^	312^	312^
1 SAT. 3.30P 11 CBS SC										95		B	6.7	18	569	1738	547	257	626	233	397	322	329	139	739	235	344	338	325	291	61	35	312	312	





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2ND NOV. 1984 REPORT

										AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
										TOTAL		LADY WORK- PERSONS OF (2+) HOUSE WOM.		WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
										TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION											
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
													MEN					TEENS (12-17)					CHILDREN (2-11)				
													TOTAL	18-34	18-49	50-64	65+	TOTAL	18-34	18-49	50-64	65+	TOTAL	18-34	18-49	50-64	65+
WEEKEND DAYTIME CONT'D																											
NFL FOOTBALL GAME -CONT'D																											
3.30 - 4.00																											
4.00 - 4.30																											
NFL FOOTBALL GAME 2-NBC																											
1 SUN. 4.27P 179 NBC SE																											
4.30 - 5.00																											
5.00 - 5.30																											
5.30 - 6.00																											
6.00 - 6.30																											
6.30 - 7.00																											
7.00 - 7.30																											
NFL FOOTBALL POST 2-NBC																											
1 SUN. 7.23P 7 NBC SC																											
ONE TO GROW ON-8:28AM																											
SAT. 8.28A 2 NBC CN																											
ONE TO GROW ON-8:58AM																											
SAT. 8.58A 2 NBC CN																											
ONE TO GROW ON-10:28AM																											
SAT. 10.28A 2 NBC CN																											
ONE TO GROW ON-10:58AM																											
SAT. 10.58A 2 NBC CN																											
ONE TO GROW ON-12:28PM																											
SAT. 12.28P 2 NBC CN																											
PBA FALL TOUR																											
1 SAT. 3.00P 90 NBC SE																											
2 SAT. 1.00P 98																											
1.00 - 1.30																											
1.30 - 2.00																											
2.00 - 2.30																											
2.30 - 3.00																											
3.00 - 3.30																											
3.30 - 4.00																											
4.00 - 4.30																											
PINK PANTHER AND SONS																											
SAT. 8.30A 30 NBC CA																											
POLE POSITION																											
SAT. 10.00A 30 CBS CA																											
PRYOR'S PLACE																											
SAT. 11.30A 30 CBS CL																											
SCARY SCOOBY DOO FUNNIES																											
SAT. 11.00A 30 ABC CA																											
SATURDAY SUPERCAR																											
SAT. 10.30A 60 CBS CA																											
CONT'D																											

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL & M
WEEKEND DAYTIME CONT'D																																		
SATURDAY SUPERCARDE-CONT'D																																		
10.30 - 11.00																																		
11.00 - 11.30																																		
SCHOOLHOUSE ROCK-8:25AM										10 189 189																								
SAT. 8.25A 4 ABC CN										97 97																								
SCHOOLHOUSE ROCK-9:55AM										10 200 200																								
SAT. 9.55A 4 ABC CN										99 99																								
SCHOOLHOUSE ROCK-10:25AM										10 199 199																								
SAT. 10.25A 4 ABC CN										98 97																								
SCHOOLHOUSE ROCK-11:25AM										7 193 193																								
SAT. 11.25A 4 ABC CN										94 93																								
SHIRT TALES										10 185 185																								
SAT. 8.00A 30 CBS CA										93 93																								
SKINS GAME-SAT.(S)										181																								
2 SAT. 3.30P 153 NBC SE										96																								
3.30 - 4.00																																		
4.00 - 4.30																																		
4.30 - 5.00																																		
5.00 - 5.30																																		
5.30 - 6.00																																		
SKINS GAME-SUN.(S)										186																								
2 SUN. 4.16P 108 NBC SE										97																								
4.00 - 4.30																																		
4.30 - 5.00																																		
5.00 - 5.30																																		
5.30 - 6.00																																		
6.00 - 6.30																																		
SMURFS I										10 205 206																								
SAT. 9.00A 30 NBC CA										99 99																								
SMURFS II										10 205 206																								
SAT. 9.30A 30 NBC CA										99 99																								
SMURFS III										10 205 206																								
SAT. 10.00A 30 NBC CA										99 99																								
SNORKS										10 193 195																								
SAT. 8.00A 30 NBC CA										97 97																								
SPIDERMAN AND FRIENDS										5 145 162																								
SAT. 12.00N 30 NBC CA										78 85																								
SPORTSBEAT										4 143 175																								
2 SAT. 3.00P 30 ABC SC																																		
SPORTSWORLD-SAT.										6 164 159																								
1 SAT. 4.30P 90 NBC SA										85 88																								
2 SAT. 2.38P 52																																		
CONT'D																																		

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK	START	TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	AVG. AUD. SHARE	AVG. AUD. SHARE	TOTAL PERSONS	LADY WORK-ING	18-34					18-34					TEENS (12-17)	CHILDREN (2-11)							
#	DAY									%	%	(7+)	HOUSE WOM.	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
SPORTSWORLD-SAT.-CONT'D																																
	2.30	-	3.00							A	4.0	12	340	1847	579	56	773	388	555	361	253	218	858	360	639	588	408	158	LT	LT	216	216
	3.00	-	3.30							A	4.5	14	382	1479	327	60	376	131	168	142	102	185	891	388	564	494	406	255	LT	LT	212	212
	4.30	-	5.00							A	4.0	10	340	1712	572	224	639	288	385	312	188	204	734	211	356	393	330	279	185	LT	154	LT
	5.00	-	5.30							A	5.7	13	484	1636	443	60	486	169	251	324	201	162	802	267	525	529	355	219	288	10	60	LT
	5.30	-	6.00							A	6.5	14	552	1418	524	35	563	142	215	310	251	253	631	121	365	441	369	190	164	LT	60	LT
SUNDAY MORNING																																
	SUN.	9.00A	90	CBS	N		94	94		A	4.3	19	365	1549	622	264	626	149	305	315	364	266	690	210	435	452	359	189	87	48	145	109
										B	4.6	19	391	1320	550	199	578	120	227	239	280	295	614	189	372	378	316	197	43	16	85	52
		9.00	-	9.30						A	3.7	19	314	1906	666	284	666	155	363	354	403	271	735	201	443	434	372	238	111	73	294	240
		9.30	-	10.00						A	4.4	19	374	1588	641	273	641	149	316	343	375	263	699	203	445	490	391	168	112	53	136	100
		10.00	-	10.30						A	4.7	18	399	1341	594	243	597	142	253	271	339	274	654	233	428	441	321	166	50	30	40	22
SUPERFRIENDS: SUPERPOWERS																																
	SAT.	8.30A	30	ABC	CA		97	97		A	3.6	18	306	1716	281	82	281	75	195	163	142	86	99	99	99	89	LT	LT	372	164	964	725
										B	4.1	21	348	1680	165	65	232	86	156	106	104	76	178	91	141	123	68	37	271	113	999	618
SUPERFRIENDS: SUPERPOWERS2																																
	2 SAT.	8.00A	30	ABC	CA		97			A	2.0	15	170	1465	182	94	182	LT	88	88	182	94	299	299	299	246	LT	LT	195	LT	789	789
										B	2.6	17	221	1718	156	103	271	135	194	148	93	77	273	209	209	168	35	64	130	25	1044	702
THIS WEEK-DAVID BRINKLEY																																
	SUN.	11.30A	60	ABC	N		95	95		A	4.0	12	340	1300	493	111	511	124	199	110	159	277	680	315	366	229	198	265	35	LT	74	24
										B	4.0	12	340	1259	585	159	602	99	207	206	237	349	572	174	286	240	224	248	33	LT	52	37
		11.30	-	12.00						A	3.8	12	323	1424	666	139	681	247	347	165	195	269	632	301	313	201	150	270	40	LT	71	22
		12.00	-	12.30						A	4.0	12	340	1224	350	83	362	LT	62	63	124	294	756	339	423	262	250	279	29	LT	77	26
TURBO TEEN																																
							10	200	200	A	4.5	16	382	1709	268	86	268	44	148	148	130	120	117	79	98	84	38	19	202	105	1122	804

SAT.	9.30A	30	ABC	CA	99	99	B	5.1	19	433	1814	220	84	272	108	185	130	102	84	198	127	173	104	55	25	258	79	1086	662		
WOLF ROCK TV					2	189	A	2.3	14	195	1144	451	LT	451	133	298	165	165	153	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	693	523
1 SAT.	8.00A	30	ABC	CA	97		B	2.3	13	195	1608	446	LT	560	180	428	248	248	132	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	786	564



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 12, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		13,580 16.0		32,350 38.1												
	ABC TV		{		9,930 11.7		16,470 19.4												
	AVERAGE AUDIENCE (Households (000) & %)		{		11.7		19.4												
	SHARE OF AUDIENCE %		{		18		33												
AVG. AUD. BY ¼ HR.		{		11.6		18.7		21.1		21.3		21.7		21.3		19.1		19.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		19,270 22.7		17,910 21.1		17,910 21.1		18,680 22.0								
	CBS TV		{		15,540 18.3		16,050 18.9		16,220 19.1		15,030 17.7								
	AVERAGE AUDIENCE (Households (000) & %)		{		18.3		18.9		19.1		17.7								
	SHARE OF AUDIENCE %		{		27		27		28		28								
AVG. AUD. BY ¼ HR.		{		17.2		18.3		19.5		18.9		19.4		18.1		17.7		17.6	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		19,020 22.4		22,670 26.7												
	NBC TV		{		14,430 17.0		15,960 18.8		19.2*		19.6*								
	AVERAGE AUDIENCE (Households (000) & %)		{		17.0		18.8		19.2*		19.6*								
	SHARE OF AUDIENCE %		{		25		28		28*		30*								
AVG. AUD. BY ¼ HR.		{		16.3		17.2		18.0		19.0		19.5		19.5		19.2		19.5	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		13,500 15.9		28,830 31.6												
	ABC TV		{		9,930 11.7		12,820 15.1		16.6*		17.0*								
	AVERAGE AUDIENCE (Households (000) & %)		{		11.7		15.1		16.6*		17.0*								
	SHARE OF AUDIENCE %		{		18		25		24*		24*								
AVG. AUD. BY ¼ HR.		{		12.2		13.9		16.3		16.9		17.2		16.7		15.4		15.1	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		17,830 21.0		13,750 16.2		13,410 15.8		13,840 16.3								
	CBS TV		{		14,430 17.0		12,060 14.2		11,890 14.0		11,210 13.2								
	AVERAGE AUDIENCE (Households (000) & %)		{		17.0		14.2		14.0		13.2								
	SHARE OF AUDIENCE %		{		26		21		20		20								
AVG. AUD. BY ¼ HR.		{		16.4		13.9		13.9		14.1		12.9		13.0		13.5		13.4	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		21,900 25.8		33,620 39.6												
	NBC TV		{		16,730 19.7		27,760 32.7		30.6*		33.0*		34.5*						
	AVERAGE AUDIENCE (Households (000) & %)		{		19.7		32.7		30.6*		33.0*		34.5*						
	SHARE OF AUDIENCE %		{		30		49		45*		48*		51*						
AVG. AUD. BY ¼ HR.		{		17.7		28.7		31.6		32.8		33.2		34.3		34.6		34.7	
TV HOUSEHOLDS USING TV WK. 1																			
(See Def. 1)																			
WK. 2																			

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE. MON. NOV. 19, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.13, 1984

NATIONAL TV AUDIENCE ESTIMATES																				
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,200 17.9		14,090 16.6		13,330 15.7				11,290 13.3						
	ABC TV					THREE'S A CROWD		WHO'S THE BOSS?				PAPER DOLLS (50)			JESSIE					
	AVERAGE AUDIENCE (Households (000) & %)					13,070 15.4		12,480 14.7		10,190 12.0	12.1*		11.9*	9,250 10.9	11.0*		10.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.9	22 15.9	22 14.5	14.8	18 11.9	18* 12.2	11.9	18* 11.9	18 11.0	18* 11.0	11.0	18* 11.0	10.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,510 21.8				24,450 28.8										
	CBS TV							DONALD DUCK'S 50TH BIRTHDAY (50)						ELLIS ISLAND PART 2 (50)						
	AVERAGE AUDIENCE (Households (000) & %)					13,500 15.9	15.5*		16.3*	17,910 21.1	20.8*		21.3*		21.3*		21.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.5	24* 15.4	24* 15.9	24* 16.6	33 20.6	31* 21.0	21.3	33* 21.2	21.4	34* 21.3	21.1	36* 20.8			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,480 25.3				19,360 22.8				16,730 19.7						
	NBC TV											RIPTIDE				REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					17,230 20.3	19.1*		21.6*	15,540 18.3	18.2*		18.4*	13,240 15.6	15.7*		15.4*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.3	29* 19.8	21.6	32* 21.6	28 18.1	27* 18.2	18.5	28* 18.3	26 15.9	25* 15.5	15.7	26* 15.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,520 17.1		11,580 16.0		19,190 22.6				13,240 15.6						
	ABC TV					THREE'S A CROWD		WHO'S THE BOSS?				WRLD FUNNIEST COM'L GOOFS (50)					PAPER DOLLS			
	AVERAGE AUDIENCE (Households (000) & %)					12,650 14.9		12,230 14.4		14,260 16.8	16.6*		17.1*	10,270 12.1	12.5*		11.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.5	22 15.4	22 14.3	14.6	26 16.1	25* 17.0	17.5	27* 16.7	21 12.9	21* 12.1	11.8	21* 11.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,260 16.8		13,500 15.9		18,250 21.5										
	CBS TV							CHARLIE BROWN THANKSGIVING (50)									CBS TUESDAY NIGHT MOVIES FOR LOVE OR MONEY (50)			
	AVERAGE AUDIENCE (Households (000) & %)					12,740 15.0		11,970 14.1		10,530 12.4	12.9*		12.1*		12.6*		12.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 15.3	21 14.6	21 13.9	14.2	20 13.2	20* 12.6	12.1	19* 12.0	21 12.8	21* 12.4	11.9	22* 12.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,890 24.6				18,080 21.3				16,560 19.5						
	NBC TV												RIPTIDE (50)				REMINGTON STEELE			
	AVERAGE AUDIENCE (Households (000) & %)					17,150 20.2	19.3*		21.1*	14,800 17.2	17.0*		17.4*	13,410 15.8	16.0*		15.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 18.4	30* 20.2	32* 21.4	20.9	27 17.1	26* 16.9	17.3	27* 17.5	28 16.2	27* 15.8	15.8	28* 15.3			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	WK 2	61.5	61.6	62.5	63.0	63.4	64.9	66.8	67.2	67.9	66.5	66.5	66.0	64.9	62.7	62.1	60.3	57.0
		WK 1	WK 2	59.8	61.6	63.0	64.0	64.9	64.9	65.9	66.2	66.4	65.1	65.3	64.5	64.0	60.3	58.5	56.1	54.4

For explanation of symbols, See page A.

EVE.TUE. NOV.20, 1984

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.14, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

17,830 21.0	FALL GUY (SD)				23,520 27.7	DYNASTY (SD)				17,910 21.1	HOTEL			
13,920 16.4	15.1*			17.8*	23.5	23.1*		23.9*		14,430 17.0	17.3*		16.7*	
25	24*			27	35	34*		35*		28	27*		28*	
14.8	15.3	16.9	18.6	22.9	23.2	23.8	23.9	17.6	16.9	16.8	16.6			

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,520 17.1	CHARLES IN CHARGE				13,240 15.8	E/R (SUS-SD)				21,480 25.3	ELLIS ISLAND PART 3 (SD)			
12,310 14.5				12,060 14.2	16,130 19.0	17.3*		18.3*		20.5*		19.9*		
23				22	29	25*		27*		32*		33*		
14.1	14.9	13.5	14.9	16.6	17.9	18.2	18.4	20.4	20.6	20.3	19.5			

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

18,420 21.7	HIGHWAY TO HEAVEN (SD)				15,110 17.8	FACTS OF LIFE (SD)				12,400 14.6	IT'S YOUR MOVE (SD)			
15,110 17.8	17.4*			18.2*	13,330 15.7			11,120 13.1		10,530 12.4	12.2*		12.6*	
28	27*			28*	23			19		20	19*		21*	
17.0	17.8	18.6	17.8	15.5	15.8	13.2	12.9	12.2	12.2	12.7	12.5			

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

18,420 21.7	FALL GUY (SD)				23,520 27.7	DYNASTY (SD)				17,910 21.1	HOTEL			
14,010 16.5	15.4*			17.6*	20,630 24.3	23.6*		25.0*		18,000 21.2	21.7*		20.8*	
27	26*			29*	38	37*		39*		36	36*		36*	
14.8	16.0	16.9	18.3	23.3	23.9	24.8	25.2	22.1	21.4	21.2	20.4			

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

12,740 15.0	CHARLES IN CHARGE				11,630 13.7	E/R (SUS-SD)				14,350 16.9	CBS WEDNESDAY NIGHT MOVIE THE BARON AND THE KID (SD)			
11,040 13.0				10,100 11.9	8,830 10.4	9.2*		10.3*		11.0*		11.0*		
22				19	17	14*		16*		18*		19*		
12.8	13.2	11.8	12.1	9.0	9.4	10.1	10.4	10.9	11.1	10.9	11.0			

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

16,470 19.4	HIGHWAY TO HEAVEN (SD)				15,450 18.2	FACTS OF LIFE (SD)				12,990 15.3	IT'S YOUR MOVE (SD)			
12,650 14.9	14.2*			15.6*	13,330 15.7			11,550 13.6		10,780 12.7	12.3*		13.1*	
25	24*			25*	24			21		22	21*		23*	
14.1	14.3	15.5	15.8	15.5	15.9	13.6	13.5	12.1	12.5	13.0	13.2			

TV HOUSEHOLDS USING TV	WK. 1	60.0	61.2	61.8	62.1	62.8	63.8	65.0	66.2	67.4	68.5	67.5	67.2	63.8	62.4	60.8	59.4
(See Def. 1)	WK. 2	59.8	59.1	57.5	58.8	59.8	60.4	60.6	62.4	63.8	64.3	64.0	64.1	60.2	59.0	58.0	57.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE.WED. NOV.21, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV. 15, 1984

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 14,600 17.2 → U.S. OLYM PRO BOXING DEBUT (SD) → 13,920 16.4 → 20/20															
	AVERAGE AUDIENCE (Households (000) & %) {	8,070												10,170			
	SHARE OF AUDIENCE %	9.5	8.4*			9.3*				9.8*			10.4*	12.1	12.2*		12.0*
	AVG. AUD. BY ¼ HR. %	15	13 *			14 *				15 *			16 *	20	20 *		20 *
W E E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 22,670 26.7 → MAGNUM, P.I. (SD) → 24,280 28.6 → SIMON & SIMON (SD) → 20,380 24.0 → KNOTS LANDING →															
	AVERAGE AUDIENCE (Households (000) & %) {	18,510								20,040				17,570			
	SHARE OF AUDIENCE %	21.8	20.4*			23.2*				23.6	23.5*		23.6*	20.7	21.0*		20.4*
	AVG. AUD. BY ¼ HR. %	34	32 *			35 *				37	36 *		37 *	35	34 *		35 *
W E E K 1	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 21,230 25.0 → BILL COSBY SHOW → 20,630 24.3 → FAMILY TIES → 17,910 21.1 → CHEERS → 16,390 19.3 → NIGHT COURT → 18,590 21.9 → HILL STREET BLUES →															
	AVERAGE AUDIENCE (Households (000) & %) {	19,100				18,930				16,300			14,770	15,280			
	SHARE OF AUDIENCE %	22.5				22.3				19.2			17.4	18.0	17.8*		18.2*
	AVG. AUD. BY ¼ HR. %	36				34				29			27	30	29 *		31 *
W E E K 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 15,110 17.8 → ABC THURSDAY NIGHT MOVIE ARTHUR(R) (SD) → 13,840 16.3 → 20/20															
	AVERAGE AUDIENCE (Households (000) & %) {	8,570												10,700			
	SHARE OF AUDIENCE %	10.1	8.6*			9.8*				11.2*			10.9*	12.6	12.7*		12.5*
	AVG. AUD. BY ¼ HR. %	18	17 *			18 *				20 *			19 *	23	23 *		24 *
W E E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 18,000 21.2 → MAGNUM, P.I. (SD) → 19,870 23.4 → SIMON & SIMON → 16,050 18.9 → KNOTS LANDING →															
	AVERAGE AUDIENCE (Households (000) & %) {	13,580								16,560				13,840			
	SHARE OF AUDIENCE %	16.0	14.5*			17.5*				19.5	19.3*		19.8*	16.3	16.1*		16.5*
	AVG. AUD. BY ¼ HR. %	30	28 *			32 *				34	34 *		34 *	30	29 *		31 *
W E E K 2	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 16,130 19.0 → BILL COSBY SHOW → 14,350 16.9 → FAMILY TIES (SD) → 13,840 16.3 → CHEERS → 13,070 15.4 → NIGHT COURT → 16,900 19.9 → HILL STREET BLUES →															
	AVERAGE AUDIENCE (Households (000) & %) {	14,260				12,990				12,230			11,550	13,330			
	SHARE OF AUDIENCE %	16.8				15.3				14.4			13.6	15.7	15.4*		16.0*
	AVG. AUD. BY ¼ HR. %	32				28				25			24	29	28 *		30 *
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		45.0	45.3	50.4	61.1	62.2	63.8	64.8	66.4	65.3	65.3	64.1	63.5	61.5	60.7	59.7	57.4
WK. 2		45.5	45.6	49.3	49.9	51.0	52.5	53.9	55.6	56.8	57.3	57.5	57.4	55.2	54.3	53.8	52.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. NOV. 22, 1984

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. FRI. NOV. 23, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.17, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	12,900 15.2				17,570 20.7				14,520 17.1							
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES							
	AVERAGE AUDIENCE (Households (000) & %)	9,930 11.7	11.2*			12.2*		14,180 16.7	16.0*			17.4*		11,970 14.1	14.0*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20 10.9	19* 11.4			20* 12.2		28 15.2	27* 16.9			29* 17.2		28 14.0	25* 13.9		27* 14.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,580 16.0				16,980 20.0											
	CBS TV	AIRWOLF (SD)				CBS SPECIAL MOVIE PRESENT. THE OUTLAW JOSEY WALES(R) (9:00-11:35PM) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	10,700 12.6	11.8*			13.4*		9,080 10.7	10.1*			10.2*		10.7*			11.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 11.5	20* 12.1			22* 13.3		20 10.4	17* 9.9			17* 10.4		19* 10.6			21* 11.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	16,810 19.8				15,710 18.5				18,590 21.9							
	NBC TV	DIFF'RENT STROKES-SAT.				GINNE A BREAK (SD)				MOVIE OF THE WEEK-SAT CADDYSHACK(R)							
	AVERAGE AUDIENCE (Households (000) & %)	14,600 17.2				14,350 16.9		11,120 13.1	14.1*			13.5*		12.9*			11.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	29 16.5				28 17.9		23 14.3	24* 13.8			23* 13.4		23* 13.2			23* 12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	19,410 15.8				20,550 24.2											
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	10,780 12.7	12.0*			13.5*		14,180 16.7	15.8*			17.0*		17.4*			16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 11.4	21* 12.5			23* 13.6		30 15.1	27* 16.5			30* 17.0		31* 17.5			31* 17.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,180 16.7				13,070 15.4				12,570 14.8							
	CBS TV	AIRWOLF (SD)				MIKE HAMMER (SD)				COVER-UP							
	AVERAGE AUDIENCE (Households (000) & %)	10,870 12.8	12.5*			13.2*		10,780 12.7	12.6*			12.9*		11,800 11.8	11.9*		11.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 12.3	22* 12.6			23* 13.4		22 12.5	22* 12.7			22* 13.1		22 11.8	21* 11.9		22* 11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,580 16.0				12,480 14.7				12,570 14.8				10,190 12.0			
	NBC TV	DIFF'RENT STROKES-SAT.				GINNE A BREAK (SD)				NATIONAL PEOPLE'S POLL (SD)				PARTNERS IN CRIME			
	AVERAGE AUDIENCE (Households (000) & %)	11,970 14.1				11,120 13.1		8,570 10.1	10.3*			9.9*		7,300 8.6	8.1*		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25 13.5				23 14.7		17 10.6	18* 10.0			17* 9.7		16 7.9	15* 8.2		17* 8.9
TV HOUSEHOLDS USING TV WK. 1		55.2	55.0	56.0	57.4	58.5	59.2	60.5	60.4	59.7	59.5	59.5	58.7	55.9	54.4	53.3	51.9
(See Def. 1) WK. 2		59.1	54.1	54.4	55.0	56.7	57.4	57.8	58.5	58.3	58.3	57.6	57.4	55.8	55.2	54.0	52.9

U.S. TV Households: 84,900,000

(1) CFA COLLEGE FOOTBALL GAME, ABC, OKLAHOMA VS NEBRASKA &amp; TEXAS VS T.C.U., (3:44-6:48PM)

A-13 (2) CBS COLLEGE FOOTBALL GM 2, CBS, USC VS UCLA (3:41-7:02PM)

For explanation of symbols, See page A.

EVE.SAT. NOV.24, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.17, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,480  
(Households (000) & %) { 4.1

## ABC TV

AVERAGE AUDIENCE { 3,310  
(Households (000) & %) { 3.9  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 3.9

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE { 11.8\*  
(Households (000) & %) { 25\*  
SHARE OF AUDIENCE % 11.4  
AVG. AUD. BY ¼ HR. % 8.7

CBS SPECIAL MOVIE PRESENT.  
THE OUTLAW JOSEY WALES(R)  
(9:00-11:30P)

TOTAL AUDIENCE { 10,100  
(Households (000) & %) { 11.9

## NBC TV

AVERAGE AUDIENCE { 5,940  
(Households (000) & %) { 7.0 8.1\* 7.0\* 5.4\*  
SHARE OF AUDIENCE % 22 22\* 23\* 21\*  
AVG. AUD. BY ¼ HR. % 8.4 7.7 7.5 6.4 5.5 5.0

SATURDAY NIGHT  
(11:30-12:45AM)  
(SUSTAINING 12:45-1:00AM)

TOTAL AUDIENCE { 3,480  
(Households (000) & %) { 4.1

## ABC TV

AVERAGE AUDIENCE { 3,310  
(Households (000) & %) { 3.9  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 3.9

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 8,240  
(Households (000) & %) { 9.7

## NBC TV

AVERAGE AUDIENCE { 1,110  
(Households (000) & %) { 4.4\* 3.6\*  
SHARE OF AUDIENCE % 16\* 14\* 13\*  
AVG. AUD. BY ¼ HR. % 5.4 4.6 4.2 3.6 3.7

FRIDAY NIGHT VIDEOS SP ED  
(11:30-12:59AM)  
(SUSTAINING 12:59-1:00AM)

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20				
(See Def 1)	32.0	29.1	26.1	23.9	20.9	19.4	16.6	14.9	13.5	12.7	11.5	9.7	32.7	30.6	27.4	25.6	23.0	20.8	17.6	15.5	13.4	11.9	10.4	9.4

U.S. TV Households 84,900,000

For explanation of symbols See page A

EVE.SAT. NOV.24, 1984

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV. 18, 1984

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		{ 14,430 17.0		{ 14,860 17.5		{ 21,310 25.1									
ABC TV		RIPLEY'S BELIEVE IT-NOT		HARGREAVE & MCCORMICK (SD)		ABC SUNDAY NIGHT MOVIE STRIPE(S) (9:00-11:05PM)(SD)									
AVERAGE AUDIENCE (Households (000) & %)		{ 9,930 11.7 10.3*		{ 11,970 14.1 14.2*		{ 14,520 17.1 15.8*		{ 16.9* 25*		{ 17.8* 27*		{ 17.6* 28*			
SHARE OF AUDIENCE %		{ 18 16*		{ 20 21*		{ 26 23*		{ 25*		{ 27*		{ 28*			
AVG AUD BY 1/4 HR %		{ 9.2 11.3 12.8 13.5		{ 14.4 13.9 14.0 14.1		{ 15.4 16.1 16.9 16.9		{ 16.9 16.9		{ 17.8 17.9		{ 17.8 17.8			

TOTAL AUDIENCE (Households (000) & %)		{ 27,250 32.1		{ 19,360 22.8		{ 13,580 16.0		{ 11,040 13.0		{ 11,380 13.4					
CBS TV		60 MINUTES		MURDER, SHE WROTE (SD)		JEFFERSONS		ALICE (SD)		TRAPPER JOHN, M.D.					
AVERAGE AUDIENCE (Households (000) & %)		{ 20,970 24.7 22.1*		{ 16,220 19.1 19.0*		{ 11,890 14.0 12.0		{ 10,190 12.0 18		{ 9,250 10.9 10.8*		{ 11.1* 18*			
SHARE OF AUDIENCE %		{ 34 34*		{ 41 27		{ 20 20		{ 20 18		{ 17 17*		{ 18*			
AVG AUD BY 1/4 HR %		{ 20.5 23.7 27.5 27.3		{ 19.0 19.0 19.5 18.9		{ 14.1 13.9 12.0 11.9		{ 10.6 11.0 11.1 11.0							

TOTAL AUDIENCE (Households (000) & %)		{ 10,780 12.7		{ 18,420 21.7		{ 30,650 36.1									
NBC TV		(1) (SD) SILVER SPOONS (SD)		KNIGHT RIDER (SD)		NBC SUNDAY NIGHT MOVIE FATAL VISION, PART I (SD)									
AVERAGE AUDIENCE (Households (000) & %)		{ 9,000 20.2* 10.6		{ 14,770 17.4 16.2*		{ 25,050 29.5 28.2*		{ 30.1* 44*		{ 30.1* 46*		{ 29.4* 47*			
SHARE OF AUDIENCE %		{ 32* 16		{ 25 24*		{ 44 40*		{ 44*		{ 46*		{ 47*			
AVG AUD BY 1/4 HR %		{ 20.7 18.6 10.0 11.2		{ 15.6 16.8 17.7 19.5		{ 27.8 28.7 29.9 30.3		{ 30.3 30.3 29.9 29.8		{ 29.0 29.0 29.8 29.0					

TOTAL AUDIENCE (Households (000) & %)		{ 18,640 19.6		{ 28,270 33.3		{ 18,000 21.2									
ABC TV		RIPLEY'S BELIEVE IT-NOT		ABC SUNDAY NIGHT MOVIE THE ENOK ADVENTURE (SD)		HARGREAVE & MCCORMICK									
AVERAGE AUDIENCE (Households (000) & %)		{ 11,720 13.8 12.5*		{ 21,140 24.9 23.7*		{ 14,690 17.3 17.9*		{ 16.8* 29*		{ 16.8* 29*		{ 16.8* 29*			
SHARE OF AUDIENCE %		{ 21 19*		{ 36 35*		{ 29 29*		{ 38*		{ 29*		{ 29*			
AVG AUD BY 1/4 HR %		{ 12.2 12.7 14.2 16.1		{ 23.3 24.0 24.2 24.6		{ 25.7 26.0 26.0 25.2		{ 18.2 17.6 17.1 16.4							

TOTAL AUDIENCE (Households (000) & %)		{ 24,790 29.2		{ 20,210 23.8		{ 16,560 19.5		{ 15,110 17.8		{ 16,640 19.6					
CBS TV		60 MINUTES		MURDER, SHE WROTE (SD)		JEFFERSONS		ALICE (SD)		TRAPPER JOHN, M.D.					
AVERAGE AUDIENCE (Households (000) & %)		{ 19,530 23.0 22.7*		{ 16,730 19.7 19.2*		{ 14,770 17.4 16.6		{ 14,090 16.6 16.4		{ 13,500 15.9 16.1*		{ 15.7* 27*			
SHARE OF AUDIENCE %		{ 35 35*		{ 35* 28		{ 25 25		{ 24 24		{ 27 26*		{ 27*			
AVG AUD BY 1/4 HR %		{ 21.3 24.1 24.1 22.4		{ 18.6 19.8 20.3 20.3		{ 16.8 18.0 16.7 16.4		{ 16.1 16.1 15.7 15.7							

TOTAL AUDIENCE (Households (000) & %)		{ 11,540 13.8		{ 10,950 12.9		{ 19,780 23.3		{ 18,930 22.3							
NBC TV		SILVER SPOONS		PUNKY BREWSTER		NBC SUNDAY NIGHT MOVIE THE VEGAS STRIP WAR (SD)		JOHNNY CARSON-COMEDIANS							
AVERAGE AUDIENCE (Households (000) & %)		{ 8,600 10.2 12.0		{ 12,900 15.2 13.7*		{ 14,690 17.3 17.4*		{ 17.3* 29		{ 17.4* 28*		{ 17.3* 30*			
SHARE OF AUDIENCE %		{ 18 18		{ 22 20*		{ 21* 23*		{ 24*		{ 28*		{ 30*			
AVG AUD BY 1/4 HR %		{ 9.0 11.5 11.1 12.6		{ 13.9 13.6 14.5 14.5		{ 15.8 16.1 16.7 16.6		{ 17.1 17.6 18.1 16.5							

TV HOUSEHOLDS USING TV WK 1		64.7	64.9	66.9	68.1	68.1	69.6	70.6	71.1	70.3	70.0	68.8	67.9	66.1	64.6	63.1	61.3
(See Def. 1) WK 2		64.1	64.1	66.8	66.8	67.7	68.7	70.1	70.3	69.5	69.3	68.6	66.9	61.6	60.8	59.0	56.2

U.S. TV Households: 84,900,000

(1) NFL FOOTBALL GAME 2-NBC, NBC, VARIOUS TIMES AND TIMES, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. NOV. 25, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.18, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,140  
(Households (000) & %) { 3.7

(1)

ABC  
WEEKEND  
REPORT-  
SUN.

## ABC TV

AVERAGE AUDIENCE { 3,140  
(Households (000) & %) { 3.7

SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 18.0 3.9 3.7

W

TOTAL AUDIENCE { 4,750  
(Households (000) & %) { 5.6

E

E

K

1

## CBS TV

CBS  
SUNDAY  
NEWS-  
080000

AVERAGE AUDIENCE { 4,500  
(Households (000) & %) { 5.3

SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 5.3

TOTAL AUDIENCE { 2,290  
(Households (000) & %) { 2.7  
G MICHAELS  
SPORTS MACHINE

## NBC TV

AVERAGE AUDIENCE { 1,950  
(Households (000) & %) { 2.3  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 2.6 2.1

TOTAL AUDIENCE { 3,890  
(Households (000) & %) { 4.7

W

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN.

AVERAGE AUDIENCE { 3,910  
(Households (000) & %) { 4.6

SHARE OF AUDIENCE % 23  
AVG. AUD. BY ¼ HR. % 4.6

TOTAL AUDIENCE { 5,260  
(Households (000) & %) { 6.2

E

E

K

2

## CBS TV

CBS  
SUNDAY  
NEWS-  
080000

AVERAGE AUDIENCE { 5,010  
(Households (000) & %) { 5.9

SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 8.1

TOTAL AUDIENCE { 2,210  
(Households (000) & %) { 2.6  
G MICHAELS  
SPORTS MACHINE

## NBC TV

AVERAGE AUDIENCE { 1,700  
(Households (000) & %) { 2.0  
SHARE OF AUDIENCE % 7  
AVG. AUD. BY ¼ HR. % 2.4 1.6

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)	41.4	41.0	41.0	41.0	29.6	29.3	25.9	22.7	19.8	17.5	15.2	13.6	11.8	10.5	9.2	8.5
	41.4	41.0	41.0	41.0	29.3	25.0	22.4	19.0	16.4	14.0	12.5	9.7	8.7	7.6	6.6	5.7

U.S. TV Households: 84,900,000

(1) ABC SUNDAY NIGHT MOVIE, ABC, 6 STRIPES(R) (9:00-11:05PM)

For explanation of symbols, See page A.

EVE.SUN. NOV.25, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 12-16, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{		5,430 6.4		{		5,430 6.4		{								
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)>(OP)		{								
	AVERAGE AUDIENCE (Households (000) & %)	{		4,330 5.1		{		4,670 5.5		{								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		24 5.1 5.1		{		24 5.4 5.5		{								
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,650 4.3		{		3,820 4.5		{		5,260 6.2		{				
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		{		25,000 PYRAMID		PRESS YOUR LUCK		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,890 3.4		{		3,060 3.6		{		4,500 5.3		4,080 4.8		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		16 3.1 3.6		{		16 3.6 3.7		{		22 5.1 5.4		20 4.8 4.9		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,670 5.5		{		4,670 5.5		{		4,080 4.8		{				
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		4,580 5.4		SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,740 4.4		{		3,910 4.6		{		3,310 3.9		3,740 4.4		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		20 4.4 4.5		{		20 4.6 4.6		{		16 3.6 4.1		18 4.3 4.5		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,840 5.7		{		5,090 6.7		{		{		{				{
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,910 4.6		{		4,670 5.5		{		{		{		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		22 4.6 4.7		{		21 5.4 5.5		{		{		{		{		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,230 3.8		{		3,740 4.4		{		4,840 5.7		{				
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		{		25,000 PYRAMID (M-W)(S)(OP)		PRESS YOUR LUCK (M-W)(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,630 3.1		{		3,060 3.6		{		4,160 4.9		3,910 4.6		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		16 2.9 3.3		{		15 3.5 3.7		{		21 4.8 5.0		20 4.6 4.7		{		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,160 4.9		{		5,260 6.2		{		3,990 4.7		{				
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		{		FACTS OF LIFE M-F (M-W)(S)(OP)		SALE OF THE CENTURY (M-W)(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,310 3.9		{		4,330 5.1		{		3,310 3.9		3,910 4.6		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		20 3.8 4.2		{		21 5.1 5.1		{		16 3.7 4.1		18 4.4 4.7		{		
TV HOUSEHOLDS USING TV		WK 1	14.4	14.7	18.2	19.8	21.1	22.1	22.3	22.6	22.5	22.9	23.3	23.4	23.9			24.5
(See Def. 1)		WK 2	11.9	11.1	16.2	18.7	20.5	22.2	23.4	24.4	25.4	26.4	27.1	28.1	28.7	29.2	29.2	29.3

TV HOUSEHOLDS USING TV WK 1	14.4	14.7	14.7	19.8	21.1	22.1	22.3	22.6	22.5	22.9	23.3	23.4	23.9	24.5	24.1	24.2
(See Def. 1) WK 2	14.9	15.1	16.2	18.7	20.5	22.2	23.4	24.4	25.4	26.4	27.1	28.1	28.7	29.2	29.2	29.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 19-23, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 12-16, 1984

		Nielsen NATIONAL AUDIENCE ESTIMATES																DAY MON. THRU SAT.																											
TIME		11:00		11:15		11:30		11:45		12:00		12:15		12:30		12:45		1:00		1:15		1:30		1:45		2:00		2:15		2:30		2:45													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,970 3.5		{ 2,720 3.2		{ 3,230 3.8		{ 3,650 4.3		{ 8,410 9.9		{ 7,640 9.0																																	
		TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,460 2.9		{ 2,380 2.8		{ 2,630 3.1		{ 3,060 3.6		{ 6,370 7.5		{ 5,770 6.8		{ 6.8* 23 *		{ 6.9* 24 *																													
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{ 12 2.9		{ 11 2.7		{ 12 3.1		{ 13 3.5		{ 25 6.7		{ 24* 7.4		{ 27* 8.0		{ 24 6.9		{ 6.6 6.8		{ 6.8 6.8		{ 7.1 7.1																							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,880 8.1		{ 8,410 9.9		{ 9,170 10.8		{ 7,900 9.3		{ 5,600 6.6																																			
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL																																			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,770 6.8		{ 7,220 8.5		{ 6,790 8.0		{ 7.9* 30 *		{ 8.1* 29 *		{ 6,280 7.4		{ 7.0* 23 *		{ 7.7* 27 *		{ 5,010 5.9		{ 5.9 21		{ 5.8 5.8																							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{ 28 6.6		{ 34 8.2		{ 30 7.8		{ 30* 7.9		{ 29* 8.1		{ 25 6.9		{ 23* 7.1		{ 27* 7.7		{ 21 6.0		{ 5.8 5.8																									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,620 7.8		{ 5,600 6.6		{ 3,060 3.6		{ 3,230 3.8		{ 7,730 9.1		{ 6,030 7.1																																	
		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,860 6.9		{ 4,920 5.8		{ 2,460 2.9		{ 2,720 3.2		{ 6,110 7.2		{ 7.0* 24 *		{ 7.4* 25 *		{ 5.4 19		{ 5.5* 19 *		{ 5.4 5.4		{ 5.3* 19 *		{ 5.2 5.2																					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{ 28 6.7		{ 23 5.8		{ 11 2.9		{ 12 3.1		{ 24 6.8		{ 24* 7.2		{ 25* 7.4		{ 19 5.6		{ 19* 5.4		{ 5.4 5.4		{ 19* 5.4		{ 5.2 5.2																					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,650 4.3		{ 3,740 4.4		{ 3,400 4.0		{ 4,250 5.0		{ 8,830 10.4		{ 7,980 9.4																																	
		TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,060 3.6		{ 3,230 3.8		{ 2,800 3.3		{ 3,480 4.1		{ 6,620 7.8		{ 7.3* 22 *		{ 8.3* 25 *		{ 6,030 7.1		{ 7.0* 22 *		{ 7.1* 23 *		{ 7.3* 25 *		{ 7.1* 23 *																					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{ 12 3.4		{ 13 3.6		{ 11 3.3		{ 13 3.9		{ 24 6.8		{ 22* 7.8		{ 25* 8.3		{ 23 7.1		{ 22* 6.9		{ 23* 7.0		{ 25* 7.3		{ 23* 7.3																					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,370 7.5		{ 7,730 9.1		{ 8,490 10.0		{ 7,470 8.8		{ 5,520 6.5																																			
		PRICE IS RIGHT 1 (M-W)(S)(OP)		PRICE IS RIGHT 2 (M-TU-F)(S)(SD)		(S)(OP)		YOUNG AND THE RESTLESS (M-W)(S)(OP)		AS THE WORLD TURNS (M-W)(S)(OP)		CAPITOL (M-W)(S)(OP)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,430 6.4		{ 6,620 7.8		{ 6,280 7.4		{ 7.3* 27 *		{ 7.5* 27 *		{ 6,030 7.1		{ 7.0* 23 *		{ 7.3* 25 *		{ 4,840 5.7		{ 5.7 20		{ 5.6 5.8		{ 5.6* 19 *		{ 5.6* 19 *																			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{ 11 6.4		{ 30 7.6		{ 27 7.2		{ 28* 7.4		{ 27* 7.5		{ 24 7.0		{ 23* 7.0		{ 20 7.3		{ 20 5.8		{ 5.8 5.6		{ 5.8 5.7		{ 19* 5.5		{ 19* 5.5																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,130 8.4		{ 5,690 6.7		{ 3,570 4.2		{ 3,480 4.1		{ 7,980 9.4		{ 6,200 7.3																																	
		WHEEL OF FORTUNE (M-W)(S)(OP)		SCRABBLE (M-TU-F)(S)(OP)		SUPER PASSWORD (M-TU-F)(OP)		SEARCH FOR TOMORROW		DAYS OF OUR LIVES (M-TU-F)(OP)		ANOTHER WORLD (M-TU-F)(OP) (SD)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,130 7.1		{ 4,920 5.8		{ 2,970 3.5		{ 3,060 3.6		{ 6,370 7.5		{ 7.1* 23 *		{ 7.8* 25 *		{ 4,750 5.6		{ 5.7* 19 *		{ 5.7 19 *		{ 5.6 5.8		{ 5.7 5.7		{ 5.6* 19 *		{ 5.6* 19 *																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{ 11 7.3		{ 22 5.8		{ 13 3.5		{ 12 3.6		{ 24 6.8		{ 23* 7.4		{ 25* 7.8		{ 19 5.8		{ 19* 5.6		{ 19* 5.7		{ 19* 5.7		{ 19* 5.5		{ 19* 5.5																			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2												
		24.4	24.4	24.4	24.4	26.0	26.5	27.1	27.2	28.0	29.0	29.6	29.5	29.8	29.0	29.2	28.5	29.5	29.5	29.8	29.0	29.2	28.5	29.5	29.5	29.8	29.0	29.2	28.5	29.5	29.5	29.8	29.0												
		29.1	29.1	29.1	29.1	30.7	31.1	31.5	31.1	31.5	31.9	32.5	32.8	32.6	31.0	31.3	31.1	31.7	31.7	32.0	31.3	31.3	31.1	31.7	31.7	32.0	31.3	31.3	31.1	31.7	31.7	32.0	31.3												

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 19-23, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.12-16, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,680 11.4	GENERAL HOSPITAL				2,550 3.0	EDGE OF NIGHT				(S)(OP)				11,550 13.6 ABC WORLD NEWS TONIGHT
	ABC TV																9,930 11.7 20 11.8 11.7
	AVERAGE AUDIENCE (Households (000) & %)	{	7,560 8.9	8.7*		9.0*		2,290 2.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	29	29 *		28 *		8									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,810 9.2	GUIDING LIGHT (SD)				2,720 3.2	BODY LANGUAGE								13,410 15.8 CBS EVENING NEWS- RATHER
	CBS TV																11,800 13.9 24 13.6 14.1
	AVERAGE AUDIENCE (Households (000) & %)	{	6,200 7.3	7.0*		7.6*		2,290 2.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	23	23 *		24 *		8									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,080 4.8	SANTA BARBARA													10,950 12.9 NBC NIGHTLY NEWS
	NBC TV																9,510 11.2 20 11.0 11.4
	AVERAGE AUDIENCE (Households (000) & %)	{	2,890 3.4	3.4*		3.4*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	11	11 *		11 *											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,590 11.3	GENERAL HOSPITAL				2,460 2.9	EDGE OF NIGHT								10,610 12.5 ABC WORLD NEWS TONIGHT
	ABC TV																9,000 10.6 20 10.5 10.8
	AVERAGE AUDIENCE (Households (000) & %)	{	7,220 8.5	8.3*		8.7*		2,120 2.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	26	26 *		26 *		7									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,560 8.9	GUIDING LIGHT (M-W)(S)(OP) (SD)				2,890 3.4	BODY LANGUAGE (M-W)(S)(OP)				(S)(OP)				11,970 14.1 CBS EVENING NEWS- RATHER
	CBS TV																10,530 12.4 23 12.3 12.4
	AVERAGE AUDIENCE (Households (000) & %)	{	5,940 7.0	6.8*		7.2*		2,380 2.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22	23 *		22 *		8									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,100 4.9	SANTA BARBARA (M-TuF)(S)(OP)								(S)(OP)					10,870 12.8 NBC NIGHTLY NEWS (M-TuF)(S)(OP)
	NBC TV																9,680 11.4 20 11.3 11.6
	AVERAGE AUDIENCE (Households (000) & %)	{	2,890 3.4	3.4*		3.4*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	11	11 *		10 *											

TV HOUSEHOLDS USING TV	WK 1	30.1	11.5	12.3	33.3	33.8	35.9	36.9	39.2	41.3	44.0	45.8	48.8	52.2	55.1	57.0	58.1
(See Def. 1)	WK 2	32.2	11.1	11.5	34.6	34.6	35.6	36.5	38.1	40.0	42.4	44.8	47.2	50.1	52.2	53.5	54.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. NOV.19-23, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV 17, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W	TOTAL AUDIENCE (Households (000) & %)		{		2,970 3.5		3,650 4.3		4,410 5.2		4,840 5.7		4,920 5.8		5,520 6.5	
	ABC TV		{		WOLF ROCK TV (SD)		SUPER FRIENDS SUPERPOWERS		NIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)		{		1,950 2.3		3,060 3.6		3,910 4.6		4,250 5.0		4,160 4.9		4,580 5.4	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		14 2.3		17 3.5		18 4.3		17 5.1		17 4.8		17 5.4	
E	TOTAL AUDIENCE (Households (000) & %)		{		1,610 1.9		4,250 5.0		4,750 5.6		7,220 8.5		7,220 8.5		4,410 5.2	
	CBS TV		{		CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION	
	AVERAGE AUDIENCE (Households (000) & %)		{		1,190 1.4		3,400 4.0		4,160 4.9		5,940 7.0		6,030 7.1		3,910 4.6	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		11 1.3		24 3.6		24 4.6		27 6.6		25 7.5		14 4.7	
K	TOTAL AUDIENCE (Households (000) & %)		{		3,820 4.5		4,750 5.6		6,880 8.1		8,320 9.8		10,020 11.8		9,680 11.4	
	NBC TV		{		SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		{		3,230 3.8		4,080 4.8		5,520 6.5		7,220 8.5		8,740 10.3		8,410 9.9	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		23 1.1		23 3.4		25 6.1		30 8.7		35 10.1		32 10.4	
I	TOTAL AUDIENCE (Households (000) & %)		{		2,210 2.6		3,820 4.5		3,740 4.4		4,080 4.8		4,110 5.1		5,690 6.7	
	ABC TV		{		SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		NIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)		{		1,700 2.0		3,060 3.6		3,230 3.8		3,400 4.0		3,740 4.4		4,670 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		15 1.9		19 3.1		16 3.7		15 3.9		16 4.1		20 5.3	
W	TOTAL AUDIENCE (Households (000) & %)		{		1,270 1.5		2,800 3.3		4,670 5.5		6,620 7.8		5,520 6.5		4,330 5.1	
	CBS TV		{		CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION	
	AVERAGE AUDIENCE (Households (000) & %)		{		930 1.1		1,950 2.3		3,570 4.2		5,520 6.5		4,750 5.6		3,740 4.4	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		13 1.0		18 2.3		22 3.7		28 6.4		21 5.5		16 4.5	
E	TOTAL AUDIENCE (Households (000) & %)		{		1,270 1.5		2,800 3.3		4,670 5.5		6,620 7.8		5,520 6.5		4,330 5.1	
	CBS TV		{		CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION	
	AVERAGE AUDIENCE (Households (000) & %)		{		930 1.1		1,950 2.3		3,570 4.2		5,520 6.5		4,750 5.6		3,740 4.4	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		13 1.0		18 2.3		22 3.7		28 6.4		21 5.5		16 4.5	
K	TOTAL AUDIENCE (Households (000) & %)		{		3,480 4.1		4,250 5.0		6,110 7.2		9,000 10.6		9,930 11.7		8,570 10.1	
	NBC TV		{		SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		{		2,720 3.2		3,570 4.2		5,090 6.0		7,900 9.3		8,570 10.1		7,470 8.8	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		24 2.7		22 3.8		26 5.5		35 6.5		37 9.0		32 9.5	
2	TOTAL AUDIENCE (Households (000) & %)		{		1,270 1.5		2,800 3.3		4,670 5.5		6,620 7.8		5,520 6.5		4,330 5.1	
	CBS TV		{		CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION	
	AVERAGE AUDIENCE (Households (000) & %)		{		930 1.1		1,950 2.3		3,570 4.2		5,520 6.5		4,750 5.6		3,740 4.4	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{		13 1.0		18 2.3		22 3.7		28 6.4		21 5.5		16 4.5	

TV HOUSEHOLDS USING TV	WK. 1	9.3	11.3	12.9	14.8	16.5	18.5	20.3	23.2	25.6	27.9	29.4	29.2	29.4	30.7	31.4	31.3
(See Def. 1)	WK. 2	6.4	7.6	9.1	10.9	13.4	15.5	18.5	21.4	23.5	25.1	26.8	27.8	27.8	29.0	28.4	29.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT. NOV. 24, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 17, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,090 6.0		{ 5,180 6.1		{ 5,350 6.3		{ 5,520 6.5									
	ABC TV	SCARY SCOOPY DOO FUNNIES (60)		LITTLES		ABC WEEKEND SPECIALS SOUP FOR PRESIDENT(R)		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,410 5.2		{ 4,330 5.1		{ 4,250 5.0		{ 2,970 3.5		{ 3.4*		{ 3.7*					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 17 5.2		{ 16 5.1		{ 15 4.8		{ 11 5.4		{ 10*		{ 11*					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{ 3,990 4.7		{ 13,580 16.0											
	CBS TV	SATURDAY SUPERCAR		PRYOR'S PLACE (60)		CBS COLLEGE FOOTBALL MICHIGAN VS OHIO STATE (12:07-3:19PM)(60)											
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 3,310 3.9		{ 5,430 6.4		{ 4.7*		{ 5.4*		{ 6.0*		{ 6.1*		{ 7.4*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 13* 4.2		{ 12 4.1		{ 19 4.0		{ 14* 3.8		{ 17* 4.4		{ 18* 5.3		{ 17* 5.5		{ 21* 5.7	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,810 9.2		{ 7,220 8.5		{ 5,350 6.3		{ 4,410 5.2									
	NBC TV	KID VIDEO		MR. T		SPIDERMAN AND FRIENDS (60)		GOING BANANAS									
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.0		{ 6,200 7.3		{ 4,670 5.5		{ 3,570 4.2									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 26 8.2		{ 23 7.7		{ 17 7.3		{ 13 7.4		{ 4.1							
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 6,200 7.3		{ 5,860 6.9		{ 4,160 4.9		{ 5,520 6.5									
	ABC TV	SCARY SCOOPY DOO FUNNIES (60)		LITTLES		ABC WEEKEND SPECIALS SOUP FOR PRESIDENT(R)		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,090 6.0		{ 5,180 6.1		{ 3,970 4.2		{ 2,970 3.5		{ 3.2*		{ 3.9*					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 21 6.1		{ 20 5.8		{ 13 6.0		{ 11 6.2		{ 10*		{ 12*					
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{ 4,330 5.1		{ 3,480 4.1		{ 4,330 5.1		{ 9,590 11.3							
	CBS TV	SATURDAY SUPERCAR		PRYOR'S PLACE		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2(B)		CBS NCAA BASKETBALL-SAT LOUISVILLE VS INDIANA (1:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 3,400 4.0		{ 2,550 3.0		{ 3,400 4.0		{ 3,400 4.0		{ 4.0*		{ 4.2*		{ 3.6*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 11* 3.2		{ 14 3.3		{ 10 3.8		{ 13 4.1		{ 13* 4.0		{ 13* 3.9		{ 13* 4.0		{ 11* 3.4	
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,960 8.9		{ 6,710 7.9		{ 5,260 6.2		{ 2,800 3.3		{ 6,620 7.8		{ 5,690 6.7					
	NBC TV	KID VIDEO		MR. T		SPIDERMAN AND FRIENDS (60)		GOING BANANAS		PBA FALL TOUR (1:00-2:30PM) (DP)		SPORTSWORLD- SAT. (2:30-3:30PM) (DP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,000 7.1		{ 5,600 6.6		{ 4,330 5.1		{ 2,380 2.8		{ 3,230 3.8		{ 3.2*		{ 3.5*		{ 4.3*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 24 7.1		{ 22 6.4		{ 16 6.5		{ 9 6.7		{ 11 3.3		{ 10*		{ 10*		{ 13* 4.4	
TV HOUSEHOLDS USING TV		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)		11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
U.S. TV Households: 84,900,000		24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24

For explanation of symbols, See page A.

DAY SAT. NOV. 24, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV 17, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)18,930  
22.9

CFA COLLEGE FOOTBALL GAME

OKLAHOMA VS NEBRASKA  
TEXAS VS T.C.U.  
(3:44-8:48PM)(OP)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)8,240  
9.7

7.3\*

9.3\*

9.8\*

8.9\*

9.9\*

11.2\*

10.7\*

SHARE OF AUDIENCE %

22

19 \*

23 \*

24 \*

21 \*

22 \*

23 \*

21 \*

AVG. AUD. BY ¼ HR. %

6.7

7.4

9.2

9.4

9.5

8.9

8.9

9.7

10.1

11.0

11.4

10.7

1.4

TOTAL AUDIENCE  
(Households (000) & %)15,620  
18.4

CBS COLLEGE FOOTBALL GM 2

USC VS UCLA  
(3:41-7:02PM)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)5,350  
6.3

7.0\*

6.6\*

6.5\*

6.4\*

5.9\*

5.3\*

6.2\*

SHARE OF AUDIENCE %

21 \*

14

18 \*

16 \*

15 \*

13 \*

11 \*

12 \*

AVG. AUD. BY ¼ HR. %

7.7

7.5

6.8

7.0

6.7

6.5

6.7

6.2

6.7

6.2

6.8

TOTAL AUDIENCE  
(Households (000) & %)5,770  
6.810,270  
12.1

PBA FALL TOUR

SPORTSWORLD-SAT.

12,480  
14.7  
NBC NIGHTLY NEWS-SAT.

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)3,060  
3.6

2.5\*

4.1\*

4.2\*

4.0\*

5.7\*

6.5\*

12.2

12.3

SHARE OF AUDIENCE %

9

7 \*

11 \*

10 \*

13

13 \*

14 \*

23

AVG. AUD. BY ¼ HR. %

2.1

2.9

3.9

4.2

4.3

4.0

3.7

4.3

5.7

5.8

6.6

6.4

TOTAL AUDIENCE  
(Households (000) & %)2,800  
3.318,980  
19.5

SPORTSBEAT

CFA COLLEGE FOOTBALL GAME

OKLAHOMA VS OKLAHOMA STATE  
(3:44-8:53PM)(OP)(SD)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)2,120  
2.5

7

5.8\*

6.8\*

7.2\*

7.6\*

8.3\*

9.1\*

8.3\*

SHARE OF AUDIENCE %

2.5

2.5

18

17 \*

18 \*

18 \*

18 \*

18 \*

16 \*

AVG. AUD. BY ¼ HR. %

2.5

5.7

5.8

6.6

7.0

7.1

7.4

7.6

7.6

8.2

8.5

9.0

9.2

8.6

7.7

TOTAL AUDIENCE  
(Households (000) & %)18,680  
22.0

CBS COLLEGE FOOTBALL

NOTRE DAME VS U.S.C.  
(3:37-8:55PM)(SD)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)6,710  
7.9

6.5\*

7.0\*

7.5\*

7.3\*

8.1\*

9.5\*

9.7\*

SHARE OF AUDIENCE %

13 \*

18

19 \*

19 \*

18 \*

18 \*

19 \*

19 \*

AVG. AUD. BY ¼ HR. %

4.1

4.9

6.0

6.7

6.7

7.2

7.7

7.3

7.7

7.0

7.9

8.3

9.6

9.3

9.8

9.6

TOTAL AUDIENCE  
(Households (000) & %)10,610  
12.5SPORTSWORLD SAT  
(2:30-3:30PM)  
(OP)SKINS GAME-SAT.  
(3:30-8:03PM)10,700  
12.6  
NBC NIGHTLY NEWS-SAT.

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)4,580  
4.5\*

5.4

4.5\*

4.6\*

4.7\*

5.6\*

7.1\*

9.170

SHARE OF AUDIENCE %

14 \*

13

13 \*

12 \*

12 \*

13 \*

15 \*

20

AVG. AUD. BY ¼ HR. %

4.5

4.4

4.5

4.6

4.6

4.7

4.6

4.8

5.5

5.7

6.6

7.7

9.1

10.6

11.0

HOUSEHOLDS USING TV WK. 1  
(See Def. 1)

WK. 1	16.7	17.9	18.8	39.5	40.2	41.1	41.9	42.6	44.4	46.2	47.2	49.2	52.0	53.9	54.8	54.6
WK. 2	37.5	37.7	34.7	35.8	37.0	38.9	40.3	41.2	42.2	43.4	46.2	48.7	51.1	52.9	53.6	53.1

U.S. TV Households: 24,900,000

(1) CBS COLLEGE FOOTBALL, CBS, MICHIGAN VS OHIO STATE, (12:07-3:19PM)

A-31 (2) CBS NCAA BASKETBALL-SAT, LOUISVILLE VS INDIANA, CBS, (1:00-3:30PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 24, 1984



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 18, 1984

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY % HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY % HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY % HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY % HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY % HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY % HR. %

CAPTAIN KANGAROO-SUN  
(SUS)

RELIGIOUS SERIES  
(SUS)

CAPTAIN KANGAROO-SUN  
(SUS)

FOR OUR TIMES  
(SUS)

7,220 8.5	SUNDAY MORNING										3,480 4.1
3,990	4.7	3.8*		5.2*		5.2*	3.4	2,890			
20	18 *		22 *		20 *	10					
3.3	4.3	5.1	5.2	5.1	5.4	3.6	3.1				

6,110 7.2	SUNDAY MORNING										2,720 3.2
3,230	3.8	3.5*		3.6*		4.2*	2,040				
17	18 *		15 *		16 *	7					
3.3	3.8	3.5	3.7	4.0	4.3	2.7	2.2				

TV HOUSEHOLDS USING TV WK 1	6.1	7.1	8.6	10.0	12.3	14.5	16.2	18.6	20.6	22.4	24.2	25.4	26.5	29.0	30.4	31.2
(See Def. 1) WK 2	5.4	5.4	6.9	8.0	10.4	12.6	15.4	18.0	19.9	22.2	23.7	24.6	26.3	27.7	29.3	29.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV. 25, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 18, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)5,940  
7.0

← THIS WEEK-DAVID BRINKLEY →

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,480	4.1	3.8*		4.3*
12	12	12*		12*
3.7	3.9	4.0		4.5

TOTAL AUDIENCE  
(Households (000) & %)

7,130

27,850

8.4  
CBS NFL TODAY

32.8

CBS NFL FOOTBALL GAME 1  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,690	18.1	13.7*		16.7*	18.3*	18.9*
6.7	42	35*		40*	42*	42*
19	12.8	14.6	16.0	17.2	18.1	18.5
6.2	7.2					19.4

TOTAL AUDIENCE  
(Households (000) & %)

3,480

4,500

16,220

4.1

5.3

19.1

MEET THE PRESS

NFL '84-NBC

NFL FOOTBALL GAME 1-NBC  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,720	3.2	4.2		6,960	8.2	7.1*		7.9*	8.6*	8.7*
10	10	12		8.5	19	18*		19*	20*	20*
3.1	3.2	3.7	4.7	8.5	7.7	7.8		8.1	8.4	8.9
										8.4

TOTAL AUDIENCE  
(Households (000) & %)5,180  
6.1

← THIS WEEK-DAVID BRINKLEY →

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,230	3.8	3.8*		3.7*
11	11	12*		11*
3.7	3.9	3.6		3.8

TOTAL AUDIENCE  
(Households (000) & %)

6,540

25,550

7.7

30.1

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,010	5.9	13.1	10.0*		12.3*	13.0*	13.7*
18	32	27*		31*	32*	34*	
5.5	6.3	8.8	11.2	11.6	12.9	13.3	13.9

TOTAL AUDIENCE  
(Households (000) & %)

3,400

7,220

24,790

4.0

8.5

29.2

MEET THE PRESS

NFL '84-NBC

NFL FOOTBALL GAME 1-NBC  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,380	2.8	6.3		12,230	14.4	11.5*		13.5*	14.3*	14.0*
9	9	18		10.8	35	32*		35*	35*	34*
2.8	2.9	5.7	6.8	10.8	12.2	13.1		13.8	14.1	13.4
										14.0*

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK 2

74.2	74.5	70.3	78.1	79.9	41.2	42.1	47	43.9	44.8	47	47
33.4	34.9	35.5	35.2	37.6	39.0	41.2	40.6	42.4	41.6	41	41.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SUN. NOV. 25, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 18, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	7,730 9.1
	ABC TV																	ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	6,540 7.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	13 7.6 7.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	8,740 10.3
	CBS TV																	CBS EVENING NEWS- DEAR
	AVERAGE AUDIENCE (Households (000) & %)																	7,050 8.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	14 7.5 9.1
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	29,120 34.3
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	15,370 18.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	33 15.7 16.7 17.1 18.1 18.4 18.2 18.5 18.2 18.3 19.1
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	10,100 11.9
	ABC TV																	ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	8,150 9.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	16 9.1 10.1
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	21,390 25.2
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	9,760 11.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	22 14.0 14.1 13.7 14.8 2.9 8.3 12.2 12.3 12.8 13.1 13.2 13.2 11.9 11.3 10.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	11,630 13.7
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	8,370 7.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	15 15.3 15.7 16.5 16.7 16.6 6.3 7.1 7.3 7.7 7.4 7.9 8.0 3.8 2.1 7.3 7.3
TV HOUSEHOLDS USING TV		WK. 1	46.3	46.2	47.0	47.0	46.8	47.8	48.1	49.8	51.0	52.5	53.7	55.5	57.7	59.3	60.3	61.8
(See Def. 1)		WK. 2	42.4	42.8	43.4	45.6	47.3	47.0	47.6	48.3	49.8	51.5	53.8	55.7	58.0	60.2	61.7	62.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV. 25, 1984

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	10,610	12.5	10,610	12.5	19	12.5		8,910	10.5	8,910	10.5	16	10.5	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.35AM	-GRID	32,350	38.1	16,470	19.4	33			26,830	31.6	12,820	15.1	25		
	2	9.00 12.22AM	-GRID													15.0	
		11.00							19.7							14.3	
		11.15							19.8							15.3	
		11.30							19.1							14.2	
		11.45							18.5* 41*							12.9	
		12.00							17.9							12.6	
		12.15							17.8* 46*							17.9	
		12.30							12.6							12.3* 33*	
ABC ABC BUSINESS BRIEF-MON	1	10.43-10.44PM	10.30	15,200	17.9	15,200	17.9	27	17.9								
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,420	11.1	9,420	11.1	17	11.1		13,750	16.2	13,750	16.2	25	16.2	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	17,910	21.1	17,910	21.1	32	21.1		18,080	21.3	18,080	21.3	34	21.3	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	17,830	21.0	17,830	21.0	31	21.0		19,780	23.3	19,780	23.3	36	23.3	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU	1	9.01- 9.02PM	9.00	8,410	9.9	8,410	9.9	15	9.9		9,080	10.7	9,080	10.7	19	10.7	
	2	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.44- 8.45PM	8.30								13,920	16.4	13,920	16.4	28	16.4	
	1	8.45- 8.46PM	8.45	15,110	17.8	15,110	17.8	29	17.8								
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,980	9.4	7,980	9.4	15	9.4		9,420	11.1	9,420	11.1	19	11.1	
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	9,850	11.6	9,850	11.6	19	11.6		11,550	13.6	11,550	13.6	23	13.6	
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	12,310	14.5	12,310	14.5	25	14.5		15,030	17.7	15,030	17.7	32	17.7	
	2	10.08-10.09PM	10.00														
CBS SPORTSBREAK-SAT	1	8.58- 8.59PM	8.45	10,270	12.1	10,270	12.1	20	12.1		10,020	11.8	9,420	11.1	19	11.1	
	2	8.57- 8.59PM	8.45														
CBS NEWSBREAK-SAT.	1	9.56- 9.57PM	9.45	9,250	10.9	9,250	10.9	19	10.9		9,080	10.7	9,080	10.7	19	10.7	
	2	9.58- 9.59PM	9.45								8,570	10.1	8,570	10.1	17	10.1	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,210	13.2	11,210	13.2	22	13.2		7,560	8.9	7,560	8.9	16	8.9	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.31- 8.32PM	8.30	12,140	14.3	12,140	14.3	20	14.3		21,230	25.0	21,230	25.0	36	25.0	
	2	9.08- 9.09PM	9.00														

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
ABC ABC NEWSBRIEF-SUN.	1	9.59-10.00PM	9.45	14,350	16.9	14,350	16.9	25	16.9			18,170	21.4	18,170	21.4	32	21.4		
	2	9.58- 9.59PM	9.45									14,690	17.3	14,690	17.3	25	17.3		
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	12,310	14.5	12,310	14.5	20	14.5			11,460	13.5	11,460	13.5	20	13.5		
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	8,830	10.4	8,830	10.4	15	10.4										
NBC NFL FOOTBALL GAME 2-NBC	1	4.27- 7.26PM	-GRID 7.30	29,120	34.3	15,370	18.1	33	<<										
NBC NFL FOOTBALL POST 2-NBC	1	7.23- 7.30PM	7.15	11,550	13.6	9,930	11.7	18	11.7										
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	16,640	19.6	16,640	19.6	28	19.6			10,950	12.9	10,950	12.9	19	12.9		
	2	9.17- 9.18PM	9.15																
NBC NBC NEWS DIGEST-2-SUN.	1	9.57- 9.58PM	9.45	21,480	25.3	21,480	25.3	37	25.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	5,940	7.0	4,670	5.5	16	6.1 4.8	TU-F TU-F		5,770	6.8	4,840	5.7	16	6.4 4.9	TU-F TU-F	
ABC ABC ROCKS		12.00-12.32AM	12.00 12.15 12.30	2,210	2.6	1,530	1.8	6	2.1 1.6 1.7	FRI. FRI. FRI.		2,210	2.6	1,700	2.0	6	2.1 1.9 1.8	FRI. FRI. FRI.	
ABC EYE ON HOLLYWOOD		>	12.00 12.15	1,700	2.0	1,440	1.7	7	1.8 1.6	TU-TH TU-TH		1,780	2.1	1,440	1.7	6	1.8 1.6	TU-TH TU-TH	

ABC ABC NEWS:NIGHTLINE-MON	2	12.52- 1.22AM	12.30 12.45						1.5	THU.							1.4	TU&TH	
	1	1.05- 1.35AM	1.00 1.15 1.30	3,990	4.7	3,230	3.8	22	4.4 3.6 3.1	MON. MON. MON.		3,310	3.9	2,550	3.0	16	3.5 3.0 2.4	MON. MON. MON.	
CBS AMERICAN PORTRAIT	2	>	8.15									13,580	16.0	12,900	15.2	24	14.4	MTUTH	
	1	8.58- 8.59PM	8.45	17,230	20.3	17,230	20.3	30	20.3	TU&TH							16.3	M & TH	
CBS NEWSBREAK M F		>	9.45	15,030	17.7	14,600	17.2	26	17.6	M-F		11,120	13.1	11,120	13.1	21	13.1	M-F	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30	6,790	8.0	4,330	5.1 5.5* 4.9 4.7* 4.6*	17 16* M-F 17* 21*	5.8 5.2 4.9 4.6 4.7	M-F M-F M-F M-F M-F		6,960	8.2	4,330	5.1 5.6* 4.9 4.8* 4.6*	16 15* M-F 16* 19*	5.8 5.4 4.9 4.6 4.6	M-F M-F M-F M-F M-F	
CBS LATE MOVIE II		>	12.30 12.45 1.00 1.15 1.30	3,650	4.3	2,890	3.4 3.5* 3.2 3.2* 3.1	18 17* M-F 19* M-F	3.7 3.4 3.2 3.1 3.3	M-F M-F M-F M-F TUE.		3,820	4.5	3,060	3.6 3.7* 3.4 3.4* 3.3	18 17* M-F 19* M-F	3.9 3.6 3.4 3.3	M-F M-F M-F M-F	
CBS CBS NEWS NIGHTWATCH 1		2.00- 2.30AM	2.00 2.15	1,190	1.4	1,020	1.2	13	1.3 1.2	M-THSU M-THSU		1,360	1.6	1,100	1.3	13	1.4 1.2	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID 2.30 2.45 3.00 3.15	2,210	2.6	850	1.0 1.4* 1.4 1.4	20 19* M-THSU M-THSU	1.4 1.4 1.4 1.3	M-THSU M-THSU M-THSU M-THSU		2,290	2.7	930	1.1 1.3* 1.3 1.2*	20 17* M-THSU 18*	1.4 1.3 1.3 1.2	M-THSU M-THSU M-THSU M-THSU	

CONT'D



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TTL CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			3.30						1.1	M-THSU						1.1	M-THSU	
CBS CBS NEWS NIGHTWATCH-2-CONT'D			3.45					1.0*	19*	1.0	M-THSU				1.1*	20*	1.1	M-THSU
			4.00						.9	M-THSU							1.1	M-THSU
			4.15					.9*	20*	.9	M-THSU				1.1*	23*	1.1	M-THSU
			4.30						.9	M-THSU							1.0	M-THSU
			4.45					.9*	23*	.8	M-THSU				1.0*	23*	1.0	M-THSU
			5.30						1.0	M-THSU							1.0	M-THSU
			5.45					1.0*	23*	1.0	M-THSU				1.0*	23*	1.0	M-THSU
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	11,800	13.9	11,800	13.9	21	13.9	M-F	11,970	14.1	11,970	14.1	23	14.1	M-F	
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	10,360	12.2	10,360	12.2	19	12.2	MW-F								
	2	9.58- 9.59PM	9.45								11,210	13.2	11,210	13.2	22	13.2	TJ&TH	
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,000	10.6	5,520	6.5	21	7.5	M-F	10,440	12.3	6,790	8.0	24	8.9	M-F	
			11.45					7.1*	20*	6.8	M-F				8.6*	23*	8.2	M-F
			12.00						6.3	M-F						8.0	M-F	
			12.15					5.8*	21*	5.3	M-F				7.4*	25*	6.9	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,740	4.4	3,230	3.8	19	4.0	M-TH	4,330	5.1	3,650	4.3	19	4.5	M-TH	
			12.45						3.7	M-TH						4.1	M-TH	
NBC DAVID LETTERMAN-SPECIAL(S)	2	12.30- 2.00AM	12.30								6,540	7.7	3,480	4.1	20	5.8	FRI.	
			12.45												5.2*	21*	4.6	FRI.
			1.00													4.2	FRI.	

			1.15												4.0*	20*	3.9	FRI.
			1.30														3.3	FRI.
			1.45												3.1*	19*	2.9	FRI.
NBC FRIDAY NIGHT VIDEOS	1	12.30- 2.00AM	12.30	5,090	6.0	2,720	3.2	16	3.8	FRI.								
			12.45					3.7*	3.5	FRI.								
			1.00						3.3	FRI.								
			1.15					3.3*	3.3	FRI.								
			1.30						2.9	FRI.								
			1.45					2.6*	2.4	FRI.								
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,970	3.5	2,460	2.9	18	3.1	M-TH	3,400	4.0	2,970	3.5	20	3.7	M-TH	
			1.15						2.6	M-TH						3.3	M-TH	
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS-MORN 615A		6.15- 6.30AM	6.15	1,440	1.7	1,360	1.6	17	1.6	M-F	1,190	1.4	1,190	1.4	18	1.4	M-F	
ABC ABC WORLD NEWS-MORN 645A		6.45- 7.00AM	6.45	2,380	2.8	2,210	2.6	18	2.6	M-F	2,120	2.5	1,870	2.2	18	2.2	M-F	
ABC GOOD MORN AMER-MON 830(B)	1	8.30- 8.49AM	8.30	3,910	4.6	3,480	4.1	16	4.2	MON.								
			8.45						3.8	MON.								
ABC CHALLENGE IN SPACE-RETRIV(S)	1	9.24- 9.49AM	9.15	4,410	5.2	3,740	4.4	19	4.1	MON.								
			9.30						4.5	MON.								
			9.45						4.4	MON.								
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,450	7.6	6,450	7.6	26	7.6	M-F	6,280	7.4	6,280	7.4	23	7.4	M-F	
ABC ABC AFTERSCHOOL SPEC(S)	1	4.30- 5.30PM	4.30	8,410	9.9	5,770	6.8	18	6.1	WED.								
			4.45					6.2*	6.3	WED.								
			5.00						7.3	WED.								
			5.15					7.4*	7.5	WED.								
CBS CBS EARLY MORNING NEWS CONT'D		6.30- 7.00AM	6.30	1,700	2.0	1,270	1.5	15	1.4	M-F	1,530	1.8	1,190	1.4	16	1.2	M-F	

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2					TELE- CAST DAYS			
				TOTAL AUDIENCE		AVERAGE AUDIENCE				AVG. AUD BY % HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	
DAY MONDAY-FRIDAY-CONT'D																		
CBS CBS EARLY MORNING NEWS-CONT'D			6.45						1.7	M-F					1.6	M-F		
CBS THANKSGIVING DAY PARADE(S)	2	9.00-12.00NN	9.00								22,670	26.7	8,910	10.5	26	6.5	THU.	
			9.15												7.4	THU.		
			9.30												8.2	THU.		
			9.45												8.5* 22*	8.9	THU.	
			10.00													11.7	THU.	
			10.15													12.0* 29*	12.3	THU.
			10.30													12.2	THU.	
			10.45													12.1* 28*	12.0	THU.
			11.00													12.5	THU.	
			11.15													12.2* 28*	11.8	THU.
			11.30													11.6	THU.	
			11.45													11.4* 26*	11.2	THU.
CBS KENNER FAMILY CLASSICS-FR(S)	2	10.00-11.00AM	10.00								5,940	7.0	3,570	4.2	14	3.6	FRI.	
			10.15													3.8* 13*	3.9	FRI.
			10.30													4.7	FRI.	
			10.45													4.6* 15*	4.5	FRI.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,370	7.5	6,200	7.3	29	7.3	M-F	6,710	7.9	6,540	7.7	25	7.7	M-F	
CBS CBS NFL FTBL PRE-THU.(S)	2	12.00-12.30PM	12.00								12,570	14.8	10,270	12.1	28	11.8	THU.	
			12.15													12.5	THU.	
CBS CBS NFL FTBL GAME-THU.(S)	2	12.30- 3.39PM	12.30								28,100	33.1	15,710	18.5	46	16.3	THU.	
			12.45													16.8* 39*	17.3	THU.
			1.00													17.6	THU.	
			1.15													17.6* 42*	17.6	THU.
			1.30													18.1	THU.	
			1.45													18.4* 45*	18.6	THU.
			2.00													17.8	THU.	
			2.15													18.2* 46*	18.7	THU.
			2.30													19.2	THU.	
			2.45													19.5* 49*	19.8	THU.
			3.00													20.5	THU.	
			3.15													20.5* 53*	20.5	THU.
			3.30													19.4* 51*	19.4	THU.
CBS LIKE MOM, LIKE ME(S)	2	12.30- 2.30PM	12.30								8,660	10.2	4,160	4.9	14	4.4	FRI.	
			12.45													4.3* 13*	4.3	FRI.
			1.00													5.2	FRI.	
			1.15													5.2* 15*	5.3	FRI.
			1.30													5.3	FRI.	
			1.45													5.1* 14*	4.8	FRI.
			2.00													4.7	FRI.	
			2.15													4.8* 14*	4.8	FRI.
CBS CBS COLLEGE FOOTBALL-FRI(S)	2	6.23PM	2.30								19,530	23.0	8,320	9.8	26	6.0	FRI.	
			2.45													6.7* 21*	7.1	FRI.
			3.00													7.9	FRI.	
			3.15													8.0* 25*	8.0	FRI.
			3.30													8.4	FRI.	
			3.45													8.7* 26*	9.0	FRI.
CONT'D																		

				WEEK 1						WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
CBS CBS COLLEGE FOOTBALL-FRI(S)-CONT'D			4.00												10.3	FRI.	
			4.15												9.2	FRI.	
			4.30												9.1	FRI.	
			4.45												9.5*	FRI.	
			5.00												25*	FRI.	
			5.15												10.8	FRI.	
			5.30												10.9	FRI.	
			5.45												11.5	FRI.	
			6.00												12.2	FRI.	
			6.15												13.2	FRI.	
															13.7	FRI.	
CBS CBS COLLEGE FTBL PRE-FRI(S)	2	2.30- 2.37PM	2.30								6,960	8.2	5,090	6.0	19	6.0	FRI.
CBS CBS NFL FTBL POST-THU(S)	2	3.39- 4.00PM	3.30								14,090	16.6	12,650	14.9	40	16.0	THU.
			3.45												14.4	THU.	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,770	6.8	5,520	6.5	20	6.5	M-F	5,350	6.3	5,090	6.0	18	6.0	M-W
CBS KENNER FAMILY CLASSICS-TH(S)	2	4.00- 5.00PM	4.00								5,090	6.0	3,060	3.6	10	4.1	THU.
			4.15												3.9*	11*	THU.
			4.30													3.2	THU.
			4.45												3.3*	9*	THU.
CBS CBS COLLEGE FTBL POST-FRI(S)	2	6.23- 6.29PM	6.15								12,060	14.2	10,780	12.7	26	12.7	FRI.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,290	2.7	1,700	2.0	16	1.6	M-F	1,950	2.3	1,360	1.6	16	1.3	M-F
			6.45						2.3	M-F						2.0	M-F
NBC MACYS THANKSGIVING PARADE(S)	2	9.00-12.00NN	9.00								27,000	31.8	13,240	15.6	36	10.6	THU.
			9.15													11.5*	32*
			9.30													13.9	THU.
			9.45													14.3*	35*
			10.00													14.6	THU.
			10.15													15.3	THU.
			10.30													15.6*	35*
			10.45													15.9	THU.
			11.00													16.6	THU.
			11.15													17.0*	38*
			11.30													17.3	THU.
			11.45													17.5*	37*
NBC SUPER PASSWORD(B)	2	12.00-12.30PM	12.00								5,010	5.9	4,250	5.0	11	5.2	THU.
			12.15													4.8	THU.
NBC DAYS OF OUR LIVES(B)	2	1.00- 2.00PM	1.00								5,600	6.6	4,080	4.8	12	4.5	THU.
			1.15													4.5*	11*
			1.30													4.6	THU.
			1.45													5.0	THU.
NBC ANOTHER WORLD(B)	2	2.00- 3.00PM	2.00								4,080	4.8	3,060	3.6	9	3.7	THU.
			2.15													3.7*	9*
			2.30													3.6	THU.
			2.45													3.5*	9*
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,820	4.5	3,820	4.5	16	4.5	MW	3,990	4.7	3,990	4.7	15	4.7	MW
NBC NFL '84 NBC-THU(S)	2	3.30- 4.00PM	3.30								6,540	7.7	4,580	5.4	14	4.2	THU.
			3.45													6.7	THU.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
NBC NFL FTBL GAME NBC-THU(S)	2	4.00- 7.35PM	4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45 6.00 6.15 6.30 6.45 7.00 7.15 7.30								28,190	33.2	16,130	19.0	46	15.9	THU.
														16.9*	46*	18.0	THU.
																18.8	THU.
														18.9*	50*	19.0	THU.
																19.4	THU.
														19.2*	50*	19.1	THU.
																19.6	THU.
														19.2*	48*	18.8	THU.
																18.7	THU.
														18.7*	44*	18.8	THU.
																19.0	THU.
														19.2*	44*	19.4	THU.
																20.1	THU.
														20.5*	45*	21.0	THU.
																21.8	THU.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,550	3.0	2,210	2.6	15	2.6		2,040	2.4	1,530	1.8	13	1.8	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,410	5.2	3,990	4.7	16	4.7		4,160	4.9	3,570	4.2	16	4.2	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,750	5.6	3,990	4.7	16	4.7		4,160	4.9	3,740	4.4	16	4.4	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	4,580	5.4	4,250	5.0	16	5.0		5,260	6.2	4,750	5.6	19	5.6	
ABC CFA COLLEGE FOOTBALL-PRE		3.30- 3.44PM	3.30	6,030	7.1	5,770	6.8	18	6.7		4,580	5.4	4,500	5.3	16	5.3	
ABC CFA COLLEGE FOOTBALL POST	1	6.45- 7.00PM	6.45	6,280	7.4	6,110	7.2	14	7.2								
	2	6.53- 7.00PM	6.45								8,320	9.8	6,540	7.7	15	7.7	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,820	4.5	3,310	3.9	22	3.9		2,800	3.3	2,380	2.8	20	2.8	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,010	5.9	4,580	5.4	24	5.4		4,500	5.3	4,250	5.0	25	5.0	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,690	6.7	5,260	6.2	22	6.2		4,580	5.4	4,250	5.0	19	5.0	
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	3,570	4.2	3,060	3.6	11	3.6								
CBS CBS COLLEGE FOOTBALL PRE	1	12.00-12.07PM	12.00	5,180	6.1	3,910	4.6	14	4.6								
CBS CBS COLLEGE FOOTBALL POST	1	3.19- 3.30PM	3.15	6,030	7.1	6,030	7.1	19	7.1								
CBS CBS COLLEGE FOOTBALL PRE	2	3.30- 3.37PM	3.30								5,430	6.4	4,330	5.1	16	5.1	
CBS CBS COLLEGE FTBL PRE 2	1	3.30- 3.41PM	3.30	5,690	6.7	5,690	6.7	18	6.7								
CBS CBS COLLEGE FOOTBALL POST	2	6.55- 6.59PM	6.45								9,250	10.9	7,980	9.4	18	9.4	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,230	3.8	3,060	3.6	21	3.6		3,230	3.8	3,060	3.6	25	3.6	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,410	5.2	4,330	5.1	23	5.1		4,330	5.1	4,080	4.8	24	4.8	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	9,340	11.0	8,910	10.5	35	10.5		8,320	9.8	7,900	9.3	34	9.3	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,640	9.0	7,560	8.9	29	8.9		7,050	8.3	6,790	8.0	28	8.0	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,580	5.4	4,330	5.1	15	5.1		4,330	5.1	4,250	5.0	16	5.0	
NBC PBA FALL TOUR	2	1.00- 2.38PM	-GRID 2.30								6,620	7.8	3,230	3.8	11	4.8	
														4.8*	14*	4.8	
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	1	6.30- 7.00AM	6.30														
CBS CBS NFL FOOTBALL GAME 1 CONT'D	1	1.00- 4.04PM	-GRID	27,850	32.8	15,370	18.1	42									

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U.S. TV HOUSEHOLDS: 84,900,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE	AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE	AVERAGE AUDIENCE		
				HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %		%		HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %	TELE- CAST DAYS
DAY SUNDAY-CONT'D													
CBS CBS NFL FOOTBALL GAME 1-CONT'D	2	1.00- 4.11PM	-GRID 4.00 4.15			15.7* 34*		15.7		25,550 30.1	11,120 13.1	32	11.1 9.2
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.11PM	-GRID	16,220 19.1	6,960 8.2	19				24,790 29.2	12,230 14.4	35	3.9
	2	1.00- 4.13PM	-GRID 4.15					3.5					

70 Willow Road  
Menlo Park, CA 94025  
(415) 321-7700

NIELSEN NATIONAL TV RATINGS REPORT  
2ND NOVEMBER 1984 REPORT  
November 12-25, 1984

*Nielsen* NATIONAL TV AUDIENCE ESTIMATES

### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME		NO. OF T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK 1	DAY	START TIME	DUR	NET	PROG. TYPE†	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 31													
LATE FRINGE													
LATE MOVIE I						49							
1	M-TH	11.30P	67	CBS	FF	176	176	90	89	A	5.1	16	433
1	FRI.	11.30P	68										
2	MON.	11.30P	66										
2	TU-TH	11.30P	67										
2	FRI.	11.30P	70										
		11.30-12.00								A	5.5	16	467
		12.00-12.30								A	4.8	17	408
		12.30-1.00								A	4.6	20	391
LATE MOVIE II						49							
1	M&TH	12.37A	49	CBS	FF	176	176	90	89	A	3.4	18	289
1	TUE.	12.37A	57										
1	WED.	12.37A	50										
1	FRI.	12.38A	50										
2	MON.	12.36A	49										
2	TUE.	12.37A	53										
2	WED.	12.37A	47										
2	THU.	12.37A	48										
2	FRI.	12.40A	48										
		12.30-1.00								A	3.6	17	306
		1.00-1.30								A	3.3	19	280